

THE INDEPENDENT

Official magazine
of McKesson
ideaShare



Standing in Solidarity

Beating the drum of advocacy, together



See It All ▶ Complete schedule, maps and session info inside!

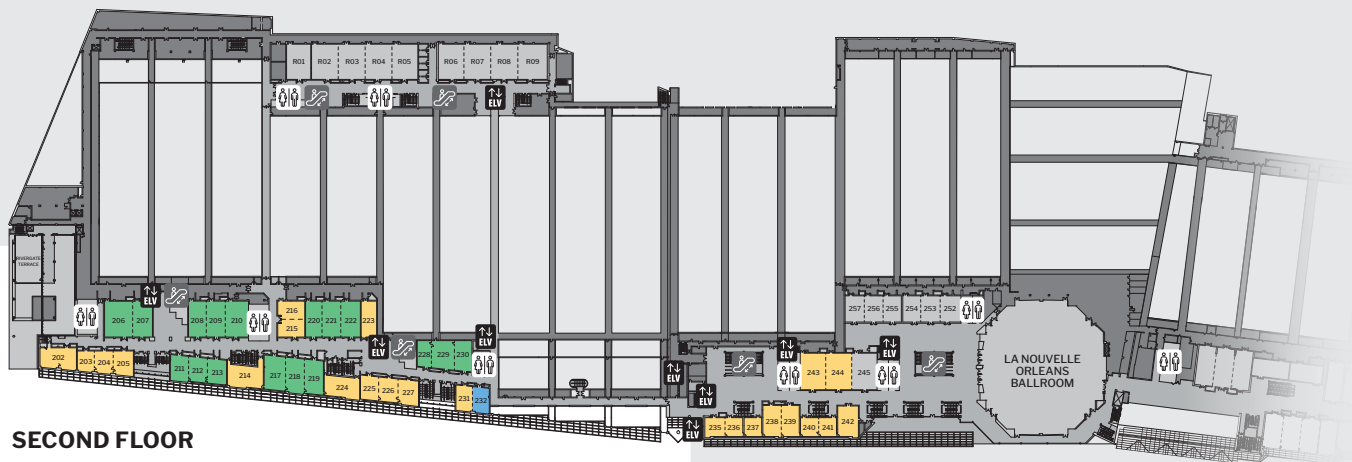
Save at the Show ▶ Find out where to get the best deals on the show floor!

A Taste of New Orleans ▶ Experience the Big Easy with Harry Connick Jr.!

McKessonideaShare.com

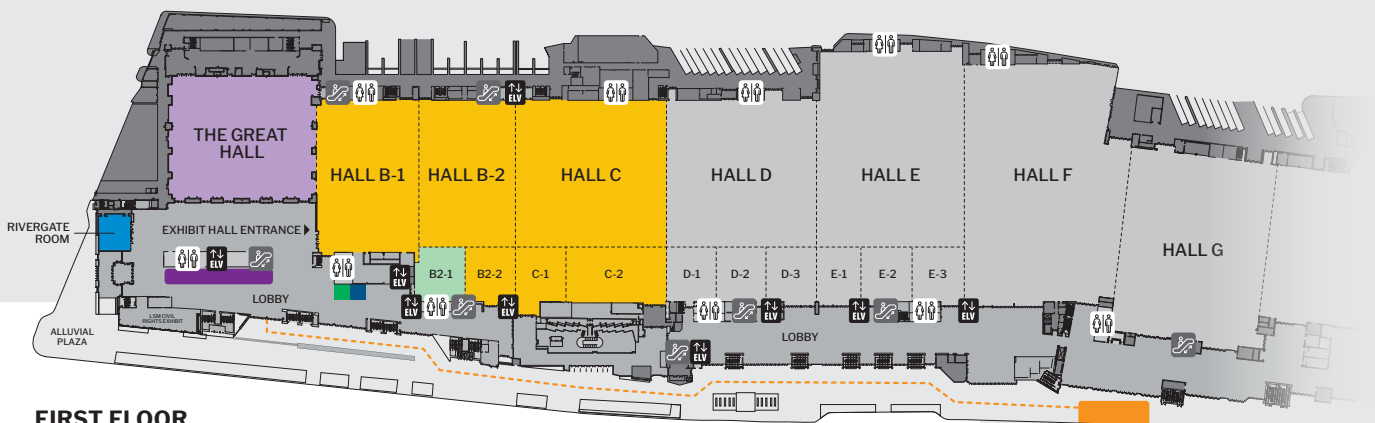
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NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER



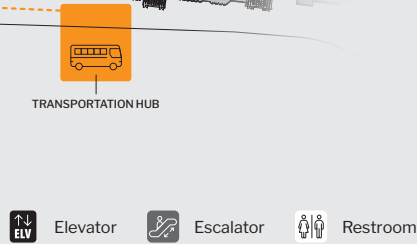
SECOND FLOOR

- CE Sessions
- Ancillary Meetings & Pop-ups
- Prayer Room



FIRST FLOOR

- Registration Desk
- Merch Stand
- General Sessions and Final Night Party
- CE Redemption
- Exhibit Floor
- Transportation Hub/Shuttles
- KiddieCorp
- Receptions
- - - Path to/from Transportation Hub/Shuttles



TRANSPORTATION

Shuttle Service: Our complimentary shuttle service runs every 15 minutes between the convention center and the Hilton New Orleans, Sheraton New Orleans, and Marriott New Orleans. JW Marriott guests should walk to the Sheraton. Dropoff and pickup is at the Shuttle Hub outside of Lobby G. **Don't forget your badge and wristband before getting onto the shuttle! Replacement badges are \$250.**

Pedestrian: Enter at the main entrance located at 900 Convention Center Boulevard (the corner of Julia Street & Convention Center Boulevard) or at the Shuttle Hub entrance outside Lobby G.

Parking: Feel free to park in one of these parking lots. Note that parking rates may apply.



SHUTTLE SCHEDULE

- Saturday, June 22**
10:00 am – 4:00 pm
Limited service (departure on the hour, every hour)
- Sunday, June 23**
6:30 am – 8:30 pm
- Monday, June 24**
7:00 am – 8:30 pm
- Tuesday, June 25**
7:00 am – 5:00 pm
5:30 pm – 10:30 pm
(shuttle to Final Night Party)

McKesson ideaShare

SCAVENGER

HUNT

Welcome to McKesson ideaShare’s scavenger hunt — a journey that will help you make the most out of your time at the event. Get ready to embark on an adventure where keen observation can lead to VIP access to the final night party! Here’s how it works:

OBJECTIVE

Your mission, should you choose to accept it, is to locate hidden QR codes scattered throughout the show floor each day. Each QR code you find will earn you valuable points.

HOW TO PLAY

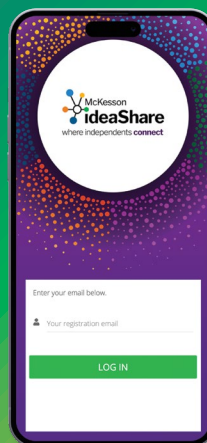
Keep your eyes peeled each day as you navigate the show floor. QR codes will be strategically placed in various locations among the booths and exhibits. Once you find a QR code, use the clues to help find where some more may be hidden. Each day, there will be a new set of QR codes to locate. Use your smartphone’s camera to scan the QR codes whenever you spot them.

POINT SYSTEM

Every QR code you successfully scan will earn you points. The more QR codes you find, the higher your chances of getting VIP access to the final night party. Some QR codes will be worth more than others, so stay sharp and stay focused!

Above all, remember to have fun! The scavenger hunt is a fantastic opportunity to explore McKesson ideaShare, meet new people, and indulge your competitive side!

Keep your smartphones charged and your eyes wide open. May the best scavenger win!



Get the official app of McKesson ideaShare

Download **“Event4Me 2024”** in your app store.

Schedule

Our schedule is designed to give you the most comprehensive and engaging experience possible. There's something for everyone at McKesson ideaShare 2024.

Schedule subject to change. Get the most up-to-date schedule on the mobile app or McKessonideaShare.com/schedule

Sunday, June 23

| Time | Event | Location |
|--------------------------|--|---|
| 6:30 am – 8:00 pm | Registration Open | The Great Hall Foyer |
| 7:30 am – 7:30 pm | Childcare via KiddieCorp (pre-registration required) | Exhibit Hall B2-1 |
| 8:00 am – 4:00 pm | NCPA's Pharmacy Ownership Workshop (pre-registration required) | Sheraton New Orleans, 2nd Floor, Rhythms Ballroom |
| 8:00 am – 9:00 am | CE: Add Shelf-Life to Your Business: Recommended Practices for Pharmacy Inventory Management | Room 217 |
| | CE: Sharpen Your Knowledge: A Review of Immunization Updates and Administration Techniques | Room 211 |
| 9:15 am – 10:15 am | CE: Time to Update Your (Lipid) Profile: Community Pharmacy Management of Hyperlipidemia | Room 220 |
| | CE: Unlocking Financial Wellness: Five KEY Strategies for Independent Pharmacies | Room 228 |
| | CE: Switching Channels: The Role of Pharmacies in Remote Patient Monitoring | Room 206 |
| 10:30 am – 11:30 am | CE: Team, I am Your Manager: Exploring the Galaxy of Essential Management Skills | Room 217 |
| | CE: Ahead of the Glucose Curve: Managing High-Risk and Pre-Diabetic Patients | Room 208 |
| | CE: Bridging Gaps and Cultivating Health Equity: The Role of Community Pharmacy | Room 211 |
| 11:45 am – 12:45 pm | CE: Pharmacy and Public Health Partnerships: The Best Thing Since Sliced Bread | Room 206 |
| | CE: Diabetes Playbook: Patient-Centered Coaching Tips | Room 228 |
| | CE: Calling All Pharmacy Professionals: The Importance of Advocacy | Room 220 |
| 1:00 pm – 2:00 pm | CE: Partnership for Success: Leveraging Value-Based Agreements for Community Pharmacy Growth | Room 217 |
| | CE: Audit Avengers: Fortifying Pharmacy Workflow Operations | Room 208 |
| | CE: Sharpen Your Knowledge: A Review of Immunization Updates and Administration Techniques | Room 211 |
| 1:00 pm – 5:00 pm | Basic Life Support (BLS) Recertification Registration Open | The Great Hall Foyer |
| 2:15 pm – 3:15 pm | CE: Ahead of the Glucose Curve: Managing High-Risk and Pre-Diabetic Patients | Room 228 |
| | CE: Time to Update Your (Lipid) Profile: Community Pharmacy Management of Hyperlipidemia | Room 220 |
| | CE: Unlocking Financial Wellness: Five KEY Strategies for Independent Pharmacies | Room 206 |
| 3:30 pm – 4:30 pm | CE: A Mentor's Mixtape: Effective Strategies to Empower and Equip Pharmacy Professionals | Room 211 |
| | CE: Add Shelf Life to Your Business: Recommended Practices for Pharmacy Inventory Management | Room 217 |
| | CE: Switching Channels: The Role of Pharmacies in Remote Patient Monitoring | Room 208 |
| 5:00 pm – 7:00 pm | Networking Dinner & General Session: Igniting & Inspiring Independents | The Great Hall |
| 7:00 pm – 8:00 pm | Exhibit Hall Open & Dessert Reception | Exhibit Hall B |
| 7:15 pm – 7:45 pm | Women in Rx: Empowering Conversations with Dr. Shahida Choudhry | Pharma Talks Stage A |
| | Podcast: First Impressions of McKesson ideaShare | Broadcast Center |

Monday, June 24

| Time | Event | Location |
|---------------------------|--|-----------------------|
| 7:00 am – 5:00 pm | Registration Open & Final Party Ticket Sales | The Great Hall Foyer |
| 7:30 am – 5:00 pm | Childcare via KiddieCorp (pre-registration required) | Exhibit Hall B2-1 |
| 7:30 am – 9:30 am | Breakfast | The Great Hall Foyer |
| 8:00 am – 9:00 am | CE: Audit Avengers: Fortifying Pharmacy Workflow Operations | Room 208 |
| | CE: Diabetes Playbook: Patient-Centered Coaching Tips | Room 217 |
| | CE: Bridging Gaps and Cultivating Health Equity: The Role of Community Pharmacy | Room 211 |
| 9:15 am – 10:15 am | CE: Hit Me with Your Best Shot: A Practical Review of Patient Cases to Promote Vaccine Uptake | Room 228 |
| | CE: Check Yes or No: Legal Case Studies on Prescription Refusals | Room 206 |
| | CE: Team, I am Your Manager: Exploring the Galaxy of Essential Management Skills | Room 220 |
| 10:00 am – 12:00 pm | Exhibit Hall Open | Exhibit Hall B |
| 10:00 am – 10:30 am | Pharma Talk: Be a Click Magnet: Drive Business with Digital Marketing | Pharma Talks Stage A |
| 10:00 am – 11:00 am | Deep Dives Lab: Recommending Supplements: Make it Easy | Deep Dives Lab |
| 10:15 am – 11:00 am | Podcast: For The Win: Meet Your Pharmacy of the Year Nominees | Broadcast Center |
| 10:30 am – 11:00 am | Pharma Talk: Omnipod: Evidence-Based Solutions | Pharma Talks Stage B |
| 11:00 am – 11:30 am | Pharma Talk: Revenue Generation: Top 3 Things You MUST Be Doing | Pharma Talks Stage A |
| 11:00 am – 12:00 pm | Deep Dives Lab: Foot Traffic Fuel: Power Your Store Pharmacy with Front-End Solutions and Digital Marketing Strategies | Deep Dives Lab |
| 11:15 am – 12:00 pm | Podcast: What's the Download with DSCSA? | Broadcast Center |
| 11:30 am – 12:00 pm | Pharma Talk: Immunization Nation: How to Build a Robust Immunization Practice | Pharma Talks Stage B |
| 12:00 pm – 2:00 pm | Lunch & General Session: Reset & Refocus on the Bottom Line | The Great Hall |
| 2:00 pm – 5:00 pm | Exhibit Hall Open | Exhibit Hall B |
| 2:00 pm – 2:30 pm | Pharma Talk: Say Goodbye to DIR Fees: Compounding With the MAZ® Mixer | Pharma Talks Stage A |

Monday, June 24 (Cont'd)

| Time | Event | Location |
|-------------------|---|--|
| 2:00 pm – 3:00 pm | Deep Dives Lab: Keep it Local and Enhance Your Bottom Line with Point of Care Testing | Deep Dives Lab |
| 2:15 pm – 3:00 pm | Podcast: Health Mart Atlas: Investing in Resources For Your Success! | Broadcast Center |
| 2:30 pm – 3:00 pm | Pharma Talk: Revenue Generation: Becoming a Licensed Insurance Agent | Pharma Talks Stage B |
| 3:00 pm – 3:30 pm | Pharma Talk: How to Create a Winning Team and Motivate Your Staff | Pharma Talks Stage A |
| 3:00 pm – 4:00 pm | Deep Dives Lab: RxOwnership Workshop | Deep Dives Lab |
| 3:15 pm – 4:00 pm | Podcast: Building a Lifestyle Brand: Activating Foster & Thrive | Broadcast Center |
| 3:30 pm – 4:00 pm | Pharma Talk: DSCSA: How McKesson is Helping You Prepare | Pharma Talks Stage B |
| 4:00 pm – 4:30 pm | Pharma Talk: Why Word of Mouth Shouldn't Be Your Only Marketing Tool | Pharma Talks Stage A |
| 4:00 pm – 5:00 pm | Deep Dives Lab: ATMs: Atlas Talks Market Shifts | Deep Dives Lab |
| 4:15 pm – 5:00 pm | Podcast: Revenue Generation: 6 Ways To Drive More Revenue | Broadcast Center |
| 4:30 pm – 5:00 pm | Pharma Talk: EQUIPP: Check More Than Just Your Credit (Performance) Score | Pharma Talks Stage B |
| 5:00 pm – 7:00 pm | Outcomes Client Reception | Room 236 |
| 5:15 pm – 6:00 pm | IPC Annual Business Meeting (for members only) | The Great Hall |
| 5:30 pm – 6:30 pm | EPIC Rx Meeting of Stockholders (for members only) | Room 242 |
| | APEX Member Meeting (for members only) | Room 225 |
| 5:30 pm – 7:30 pm | Cornerstone Member Reception (for members only) | Room 223 |
| 6:00 pm – 8:00 pm | IPC Member Reception (for members only) | Rivergate Room |
| 6:00 pm – 9:00 pm | APCI Member Reception (for members only) | The Sazerac House, 101 Magazine Street |
| 6:30 pm – 7:30 pm | EPIC Rx Reception & Dinner (for members only) | Mardi Gras World (Grand Oaks Mansion), 1380 Port of New Orleans Pl |
| 7:30 pm – 9:00 pm | USave Member Reception (for members only) | TBD. Check the mobile app. |

Tuesday, June 25

| Time | Event | Location |
|---------------------------|--|-----------------------|
| 7:00 am – 4:00 pm | Registration Open & Final Party Ticket Sales | The Great Hall Foyer |
| 7:30 am – 9:30 am | Breakfast | The Great Hall Foyer |
| 7:30 am – 4:00 pm | Childcare via KiddieCorp (pre-registration required) | Exhibit Hall B2-1 |
| 8:00 am – 9:00 am | CE: Check Yes or No: Legal Case Studies on Prescription Refusals | Room 208 |
| | CE: Calling All Pharmacy Professionals: The Importance of Advocacy | Room 220 |
| | CE: The Intersection of Community Pharmacy and Innovative Technologies | Room 206 |
| 9:15 am – 10:15 am | CE: Patient Outcomes are Your Oyster: MTM Pearls for Pharmacy Professionals | Room 228 |
| | CE: Front and Center: Focusing on Pharmacy Front-End Services | Room 211 |
| | CE: Peace and Pharmony: How to Recruit, Retain, and Foster Growth of Team Members | Room 217 |
| 10:00 am – 12:00 pm | Exhibit Hall Open | Exhibit Hall B |
| 10:00 am – 10:30 am | Pharma Talk: Making an Impact with APhA | Pharma Talks Stage A |
| 10:00 am – 11:00 am | Deep Dives Lab: Health Mart Office Hours | Deep Dives Lab |
| 10:15 am – 11:00 am | Podcast: Top-Level Technicians: How Health Mart is Growing the Level of Your Technicians | Broadcast Center |
| 10:30 am – 11:00 am | Pharma Talk: Community Health Workers: Impacting Your Community | Pharma Talks Stage B |
| 11:00 am – 11:30 am | Pharma Talk: Maximize Reimbursements and Decrease Labor Spend | Pharma Talks Stage A |
| 11:00 am – 12:00 pm | Deep Dives Lab: MyHealthMart Office Hours | Deep Dives Lab |
| 11:15 am – 12:00 pm | Podcast: Advocacy Made Easy: Unlocking the Power of Your Voice | Broadcast Center |
| 11:30 am – 12:00 pm | Pharma Talk: LTC at Home: Is it Right for Your Pharmacy and Community? | Pharma Talks Stage B |
| 12:00 pm – 2:00 pm | Lunch & General Session: Turn It Up! Let's Beat the Drum of Advocacy | The Great Hall |
| 2:00 pm – 4:00 pm | Exhibit Hall Open | Exhibit Hall B |
| 2:00 pm – 2:30 pm | Pharma Talk: Dexcom G7: The Most Accurate CGM From the Most Connected CGM Brand | Pharma Talks Stage A |
| 2:00 pm – 3:00 pm | Deep Dives Lab: Keep it Local and Enhance Your Bottom Line with Point of Care Testing | Deep Dives Lab |
| 2:15 pm – 3:00 pm | Podcast: Making Sure You Know What's in Your Wallet | Broadcast Center |
| 2:30 pm – 3:00 pm | Pharma Talk: Empowering Patients and Shaping Policy: Why Advocacy Works | Pharma Talks Stage B |
| 3:00 pm – 3:30 pm | Pharma Talk: All In For an Audit | Pharma Talks Stage A |
| 3:00 pm – 4:00 pm | Deep Dives Lab: ATMs: Atlas Talks Market Shifts | Deep Dives Lab |
| 3:15 pm – 4:00 pm | Podcast: Running a Charitable Pharmacy | Broadcast Center |
| 3:30 pm – 4:00 pm | Pharma Talk: Medicare Part D: Navigating the New Benefit and Programs in 2025 and Beyond | Pharma Talks Stage B |
| 5:30 pm – 7:30 pm | Final Night Party Ticket Sales | The Great Hall Foyer |
| 6:30 pm – 10:00 pm | Final Night Party Featuring Harry Connick, Jr. | The Great Hall |

Recognizing the 2024 Health Mart Pharmacy of the Year

Finalists Vie for Votes

The finalists for the 2024 Health Mart Pharmacy of the Year award have arrived in New Orleans for McKesson ideaShare to campaign for votes from fellow independent pharmacies. The finalists include **Creswell Pharmacy** of Creswell, OR; **Dreier Pharmacy** of Shawano, WI; and **Hayden Pharmacy** of Hayden, AL.

The finalists will each speak at the opening session on Sunday and show off recent videos of their hometown businesses.

“We are so humbled and honored to be a finalist for Health Mart Pharmacy of the Year! Win or lose, we are blessed to be a member of the Hayden community for the past 20 years and will continue to always make the people of Hayden and your health our number one priority,” said Jennifer Metcalf, RPh, and owner of Hayden Pharmacy.

“It was a great experience getting to create these videos and show off all of our wonderful patients and members of our community,” said Jessica Dreier-Huntington, RPh, co-owner of Dreier Pharmacy.

Voting for the finalists will begin right after the last finalists’ speech. All registered independent pharmacy attendees can vote using the McKesson ideaShare app on their phones. Alerts and prompts will guide users to the voting form. **Voting will close Monday afternoon at 4 p.m.**

“We are really proud of our store and what we have been able to accomplish,” said Jeannie Marr, CPhT, co-owner of Creswell Pharmacy. “We’re excited to represent not only our pharmacy, but the community of Creswell and independent pharmacy.”

Nominations for the 2024 Health Mart Pharmacy of the Year opened in February, with Health Mart pharmacies across the country submitting their nominations.

Business Beat: Best Practice Tips

Hayden Pharmacy

“Reach out to RxOwnership to review your financials. They provided us with suggestions that helped with deductions and improved our inventory management.”

Dreier Pharmacy

“Grow long-term care services and act as the pharmacy for as many local facilities as possible.”

Creswell Pharmacy

“Keep staff informed and organized with a daily huddle book to cover current topics or new rules, regulations and laws.”



HAYDEN PHARMACY
Hayden, AL



DREIER PHARMACY
Shawano, WI



CRESWELL PHARMACY
Creswell, OR





Modern Pharmacy Drives Customer Interest with Classic Car

Dressed in his best early 20th century duds, Brian Marr, RPh, owner at **Creswell Pharmacy** in Creswell, OR showed off his Ford Model-T and gave rides to patients and customers during the pharmacy's recent anniversary celebration. The car has been in Brian's family since the early 1900s when his great grandfather first bought it.



Third-generation Pharmacist in the Making Gets Student Leader Appointment

Congratulations to first year pharmacy student and future **Dreier Pharmacy** pharmacist, Avery Dreier, on her recent election to the President Elect position of the NCPA student chapter at the University of Wisconsin. Avery has applied her years of growing up in her family's pharmacy and moved quickly up the ranks of one of the top students in her class.

Remembering Beloved Customer Service Parrot, Sam

This spring, **Hayden Pharmacy** of Hayden, AL, sadly lost their long-time customer service representative, Sam the African grey parrot. He served at the pharmacy since it opened, almost 20 years ago. He would have been 27 years old this month. The Hayden team continues to honor Sam by wearing t-shirts with his image and with a memorial at the front counter.



Catching Up with Past Health Mart Pharmacy of the Year Winners

2023: EDEN DRUG

"It's been a humbling but wonderful experience being Health Mart Pharmacy of the Year. We've received a lot of congratulations and interest from our community, including being recognized by the North Carolina State Legislature with an official proclamation."



Pete Crouch, RPh
owner, *Eden Drug*

2022: BUNCH PHARMACY

"Being chosen as the Health Mart Pharmacy of the Year was a great honor. It was wonderful to be recognized for the job that we do, and it inspired us to not only continue, but to strive to do more for our patients."



Buddy Bunch, RPh
owner, *Bunch Pharmacy*

2021: HAYAT PHARMACY

"We won at the tail end of the COVID-19 pandemic and our team was exhausted mentally and physically. Winning recharged us, motivated us to keep pushing and finding innovative ways to make a positive impact on our community."



Hashim Zaibak, PharmD
owner and CEO, *Hayat Pharmacy*

SUNDAY, 5-7 PM



Igniting & Inspiring Independents *The Great Hall*

Join us for McKesson ideaShare's opening general session in New Orleans! You'll experience the sights and sounds of The Big Easy as we push the pharmacy profession forward. This dynamic and collaborative session will celebrate the strengths of our industry while addressing its challenges head on. Prepare to be inspired.

Attendees will also have the chance to meet the Health Mart Pharmacy of the Year finalists from across the U.S. Finalists will have a chance to toot their own horn and vie for votes from the more than 2,000 pharmacy owners in the room.

Pharmacists Seek Additional Revenue Streams Amid Reimbursement Pressures

In an increasingly challenging landscape for pharmacists, finding additional revenue streams has become crucial. Pharmacists are shifting their focus to explore alternative sources of income that are within their control.

Solutions such as medication synchronization, becoming a licensed Medicare agent and partnering with outside vendors are popular options for improving operational efficiencies and diversifying revenue streams.

Medication synchronization, commonly known as Med Sync, has proven to improve workflow efficiency and patient adherence. It aligns patient medications for easier pickup and monitoring, while also fostering a personalized provider-patient relationship through monthly check ins. A robust Med Sync program lays the groundwork for launching additional programs with greater patient adoption.

Becoming a licensed Medicare agent is another potential revenue stream. Many patients seek guidance on selecting the best Medicare plan, and pharmacists often provide advice, only to see patients go elsewhere to enroll. By becoming licensed agents themselves, pharmacists can directly assist patients in selecting the most suitable plan, resulting in a significant revenue opportunity. This service can seamlessly integrate with the patients they already serve, creating a natural extension of their pharmacy practice. There is a company (Independent Community Broker Network) that can assist you with going through the process of setting everything up.

Alternatively, pharmacists can consider having a licensed insurance agent within their store. This presents an opportunity for additional revenue, as the agent can provide plan comparisons and help patients make informed decisions. However, it is essential to ensure compliance by conducting enrollment discussions away from the dispensing area.

Bringing in an agent and charging rent for their space is another avenue worth exploring. Agents value access to pharmacy patients, making it a mutually beneficial arrangement. The agent pays rent for

the space, providing a source of income for the pharmacy without the need to become a licensed agent themselves.

Partnerships with organizations like The Road Ahead, a McKesson partner, can also be beneficial. These partnerships connect pharmacies with qualified, certified, local insurance agents who can perform plan consultations in-store, while still prioritizing what is best for the patient at the pharmacy. This not only helps patients navigate Medicare plan options but also offers opportunities for growth, such as conducting "New to Medicare" seminars within the pharmacy. Although there is no compensation for the pharmacy when working with The Road Ahead agents, many independent pharmacies have successfully negotiated agreements with local agents for access to patients and space within the pharmacy.

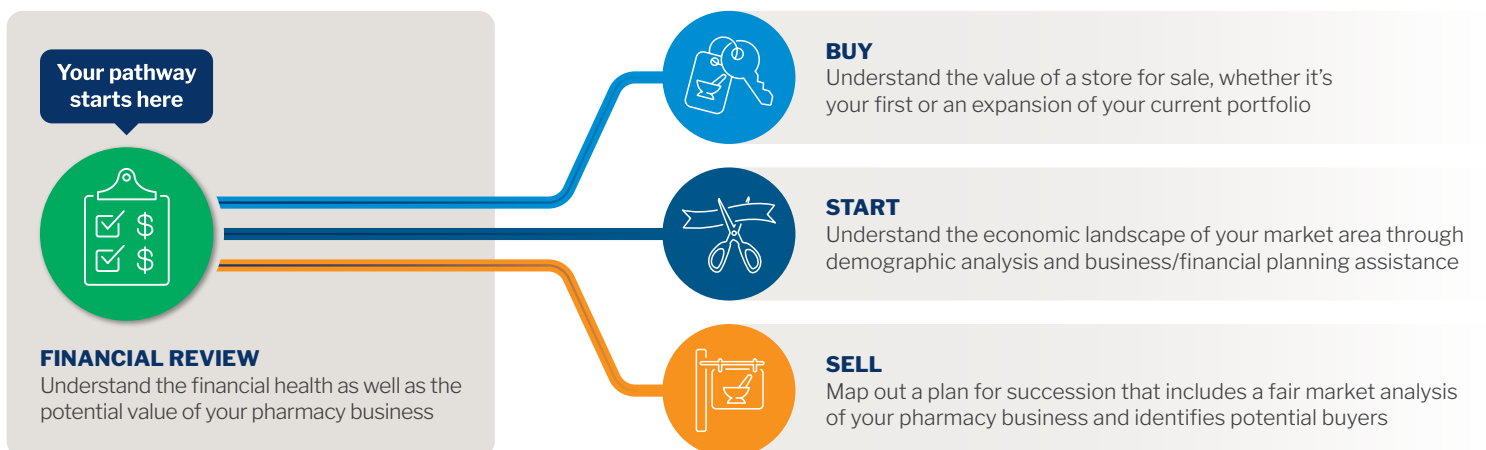
The financial impact of enrolling patients into Medicare plans can be significant. While compensation varies by plan type and state, brokers can earn substantial amounts for each enrollment. This revenue potential often surpasses that of traditional prescription dispensing, making it an attractive option for pharmacies.

It's easier than you think

Becoming a licensed healthcare agent may be less time consuming and challenging than anticipated. This is just one of several revenue streams that pharmacists can explore to secure their financial future.

To navigate these opportunities and address any concerns regarding additional revenue streams, DIR changes, or financial matters, pharmacists are encouraged to reach out to the RxOwnership team for guidance at RxOwnership.com or follow RxOwnership on X or LinkedIn to stay up to date with the industry news pharmacy owners need to know.

Our **no-fee**, confidential service assists with strategic assessment and decision making



Neuro-Strategist Inspires Owners to Reset in 2024

Attendees encouraged and empowered in the face of financial challenges

Penny Zenker — renowned neuro-strategist and bestselling author — will challenge pharmacy owners to reset and refocus during the lunchtime general session on Monday. Pharmacy professionals from around the country will enjoy the thirty-minute keynote presentation at McKesson ideaShare — the annual, industry-leading conference for independent pharmacy owners.

Penny will remind us: in our fast-paced world, it is easy to get overwhelmed and lose sight of our priorities. “We are overscheduled, overcommitted, overwhelmed, and overstimulated. That leads to a serious problem with our attention.” But she won’t stop there. She will encourage us all to take ownership of what we can control and will remind us to focus on what matters most. And in 2024, as pharmacy owners experience unique cash flow challenges, it will be time to prioritize profitability.

Conference leaders recognize the unique cash flow challenges that pharmacies are facing this year. In fact, an NCPA Survey (conducted in March 2024) state that 85% of survey respondents say the DIR hangover has threatened the viability of their business. Thirty-two percent say they are considering closing their business within this calendar year.

“This is an emergency,” NCPA CEO Doug Hoey will say in a statement earlier this year. “If Congress fails to act again, thousands of local pharmacies could be closed within months and millions of patients could be stranded without a pharmacy.”

While the situation may seem dire, it is the perfect time to reset and refocus on the bottom line — now, more than ever.

Finding the right financial levers

Following Penny’s inspiring keynote, pharmacy owners will do a self-assessment of their own operations; ensuring they take a caring but critical eye at their financial health. The table activity will be led by pharmacy owners Raj Chhadua, PharmD, RPh, Managing Partner, ReNue Rx and Shahida Choudhry, PharmD, CEO, Palms Pharmacy.

The assessment will include the critical financial metrics that McKesson’s RxOwnership team takes into consideration when conducting a confidential, financial review. The RxOwnership team offers no-fee consultations and works alongside pharmacy owners to support stores during these difficult times. These consultative experts can review financial statements, identify opportunities for growth, and set actionable plans for operators.

Effective solutions for right now

Following the table activity, Crystal Lennartz, PharmD, MBA, President of Health Mart & Health Mart Atlas, will share what she believes are the three most meaningful solutions for independent pharmacy owners this year: Provider Pay, McKesson Reimbursement Advantage, and a brand-new audit solution launching soon.

Provider Pay is McKesson’s reconciliation program that receives data from the switch company and third-party insurances. It matches successfully adjudicated claims to the correct remittance statement and reimbursement amount. It also delivers reimbursement dollars to the pharmacy’s bank account — straight to the bottom line — and provides data and insights into third-party cash flow. So, you know what’s working!

McKesson Reimbursement Advantage (MRA) is an advanced program that provides actionable reporting, practical coaching, comprehensive support and in-workflow solutions to help improve reimbursement. The enhanced performance support, offered through MRA, can help your pharmacy achieve better reimbursement through lower DIR fees. In fact, the average savings for customers is about \$3,600 a month. Which can make a huge difference in 2024.

Products worth paying for

Finally, Dave Randolph and his daughter Mikayla Smith of Dave’s Pharmacy will come to the stage to share their initial reactions to McKesson’s private label brand Foster & Thrive. The private label product was launched at the show in 2023 and will boast more than 500 items available by the end of the year. The team has a bold vision for the future too, and plans to unveil a surprise for all attendees. The new launch will empower pharmacists to help their patients in a sustainable and meaningful way, while also boosting the bottom line.



ABOUT PENNY

Penny Zenker is a dynamic force on the stage as she challenges the audience to reset and focus on productivity. With her extensive experience and proven strategies, Penny has helped countless individuals and organizations overcome challenges, improve efficiency, and achieve their goals.

**MONDAY,
12–2 PM**



Reset & Refocus on the Bottom Line *The Great Hall*

Attendees will hear from strategic business coach, Penny Zenker. Penny is a focusologist and will teach pharmacy owners about her Reset Practice. She encourages listeners to take ownership of what you can control, and reminds us all to focus on what matters most. And in 2024, as pharmacy owners experience unique cash flow challenges, it’s time to prioritize profitability.

Owners and operators will also take time to complete a self-assessment and hear from their peers about the financial health levers others are pulling to strengthen their bottom line.

Advocacy Works

North Carolina pharmacy hosts HHS director

At the end of November, the Secretary of the U.S. Department of Health and Human Services (HHS) Xavier Becerra, and the Director for the Centers for Disease Control and Prevention (CDC) Mandy Cohen, along with a group of state and local officials, visited Medical Arts Pharmacy in Henderson, NC.

Owner Chocky White and Scott Harrell, PharmD, staff pharmacist and certified immunizer, showcased how vital independent pharmacies are to rural communities and engaged in conversations about protecting America's independent pharmacists and pharmacies, as well as the unique role that pharmacists play as a frontline defense in public health.

Scott took a moment to share his experiences during this unique opportunity.

What was your initial reaction when you received the call asking if Medical Arts Pharmacy would be interested in hosting Secretary Becerra and Dr. Cohen? Why did you agree to host the event?

Scott Harrell (SH): We were shocked and slightly confused about why they would want to visit our small town, but we were excited to put our town on the map. We felt it was a great opportunity to showcase what independent pharmacies were capable of and how vital we are to rural communities like ours. It also presented us with a platform to have our voice and concerns heard by individuals in a position to make a difference.



What was the main thing you wanted them to know about being an independent pharmacy today and about the obstacles the profession is facing? Were you able to discuss why you went into pharmacy, and what inspires you?

SH: I used this event as an opportunity to shed light on the daily battles we fight. Independent pharmacies are best equipped to serve the needs of our communities, and I tried to convey that message loud and clear. The patients are caught in a broken system, and their health and wellbeing are ultimately at stake if the current system does not change.

Thinking about all of the speakers that spoke during the event, did anything in particular stand out in your mind? If so, why?

SH: It was very apparent that Becerra, while understanding the impact pharmacists make, had no idea of the struggles we face daily. Frankly, no one besides those in our profession understands the battles we fight.

What did having an event that focused on the importance of rural and community pharmacies mean to you and the community of Henderson, NC?

SH: It meant a lot to see some investment in our community, to feel like we mattered. It was great to finally have a platform to speak about the truths of independent pharmacy, because not many of us get that opportunity.

Now that it is over and you've had time to process the event, do you have anything you'd like to share with fellow independent pharmacists about hosting state and federal officials?

SH: Do it. They obviously will come in with their own agenda and a message they want to convey, but don't let that silence your voice. If we want to see change in our industry, we must speak up when given the chance. They will try to limit your time. Stand up, and say what needs to be said. My greatest feeling of accomplishment from all of this is that they told me I had 3-5 minutes to speak, and I took 10. For 10 minutes, these individuals had to sit and listen to what I had to say, hear and feel the frustration and fear in my voice. That's what pharmacists need to do: make someone listen to us.



COMMUNITY IMPACT

Beating the Drum of Advocacy, Together

State official and associations agree, we must be in sync

Independent pharmacy professionals will join together in The Great Hall on Tuesday to hear from several industry experts, public officials, and pharmacists as they tap into an important topic: community impact. The session will be the final mainstage presentation at McKesson ideaShare — the annual event for community pharmacists to come together to strengthen the overall health of pharmacy and elevate the role they play in people’s lives. The presenters will all have one message: it’s time to elevate the profession and we can do it, together.

The unique care community pharmacists provide in their specific community is irreplaceable. From treating patients where they are to debunking medical myths — it’s all possible because community pharmacists are driving change. But real change can only happen when we stand boldly in our convictions and use one, collective voice. And to spark real legislative results that empower pharmacists, the industry must do more.

Standing in solidarity

Opening remarks will be provided by the leaders of three key professional associations for community pharmacists. Each industry association plays a key role in the success of the pharmacy industry and engages with McKesson in a different manner — all of the thought leaders on stage at the same time will be a memorable moment. Those leaders will include the chief executive officers of NASPA, APhA, and NCPA: Krystalyn Weaver, Michael Hogue, and Doug Hoey, respectively.

Together, the associations will represent more than 19,000 community pharmacy locations (NCPA) and 62,000 practicing pharmacists (APhA), plus the 50 states and 70 stakeholder organizations represented through NASPA.

“It’s important to get involved in one or all of these associations to fuel the future of our profession,” says Nancy Lyons, BSPHarm, MBA, CDCES, Chief Pharmacy Officer for Health Mart. “Trust is the cornerstone of community pharmacies. For those who are based in rural or underserved areas, the pharmacy often serves as the closest — or only — healthcare provider.”

Nancy will moderate the dynamic discussion with the industry leaders expertly and then hand the

microphone to Niki Shah, MHSA, MBA, CCHW, Vice President, Social Innovation at McKesson.

Bringing hope to those in need

Niki Shah, MHSA, MBA, CCHW, Vice President, Social Innovation at McKesson, will share the behind-the-scenes work of McKesson’s first health equity initiative for at-risk populations in underserved communities. She will speak about the initial planning and groundbreaking of Altev Community Pharmacy. The community pharmacy — strategically located in a pharmacy desert in the community of Avondale, Ohio — is led by Dr. Emmanuel “Manny” Ayanjoke. Dr. Manny will share several heartfelt conversations he was able to have with patients, all needing his special brand of care.

While the generous care Dr. Manny provides to his patients is evident, one thing that’s not always so obvious is how to make meaningful legislative change that enables pharmacists to better care for their communities.

Advocating for healthier communities

There’s one public official that’s very familiar with this dream. And he will prioritize McKesson ideaShare in his busy schedule to ensure the audience knows that their voice matters.

Tennessee State Senator Shane Reeves will speak with Rich Buckley, SVP, Public Affairs for McKesson on stage and will emphasize the importance of grassroots advocacy. Rich and Senator Shane will discuss the need to be thoughtful in how we approach healthcare policy. And they will underscore the importance of working together — across all 50 states — to ensure the lively legacy of community pharmacy beats on.

TUESDAY,
12–2 PM



Turn It Up! Let’s Beat the Drum of Advocacy The Great Hall

As a community pharmacist, the unique care you provide in your specific community is irreplaceable. No one does what you do. From treating patients where they are to debunking medical myths, it’s all possible because you’re driving change.

So, let’s use our collective voice to make change in our communities — because there’s power in our numbers — to spark real legislation that empowers pharmacists to do more of what makes them great ... which is uniquely caring.



Meet Tennessee State Sen. Shane Reeves (R) during a meet and greet at 2 pm Tuesday in the Deep Dives Lab.

“Every day, Altev Community Pharmacy will provide compassionate, whole person care to help a community that has long grappled with limited access to essential healthcare services.”

— Dr. Emmanuel “Manny” Ayanjoke



Connick, Jr. Embodies the Spirit of New Orleans

The Big Easy's own to headline Tuesday's party

Harry Connick Jr., the Big Easy's own, is set to headline Tuesday's Final Night Party at McKesson ideaShare — an event that celebrates the unique role of independent pharmacies as the heartbeat of their communities.



With his deep connection to New Orleans and his unwavering commitment to his craft, Connick perfectly embodies the spirit of the city and serves as a shining example of how community pharmacies can contribute to the uniqueness and vitality of their neighborhoods.

As a native son of New Orleans, Connick's musical journey began at the tender age of five, when he started performing as a pianist and vocalist. Over the past three decades, Connick has become a best-selling musician, singer, composer, and actor — leaving an indelible mark on the world of entertainment, and receiving multiple Grammy and Emmy awards as well as Tony nominations for his live and recorded musical performances.

A deep connection to NOLA

What sets Connick apart is his deep-rooted connection to the music of New Orleans. He seamlessly intertwines the diverse cultural threads that define the city, becoming a musical ambassador in the process. His repertoire reflects the rich tapestry of New Orleans, drawing from influences that have shaped his remarkable career. This ability to embrace and celebrate the unique heritage of New Orleans mirrors the theme of McKesson ideaShare, which encourages attendees to embrace the distinctive aspects of their own communities.

Just as Connick's music captures the essence of New Orleans, independent pharmacies serve as the pulse of their communities. They provide more than just prescriptions; they offer

personalized care, a sense of community, and a vital connection to the neighborhoods they serve. These pharmacies play a significant role in the overall wellbeing of their communities, often acting as a trusted resource for healthcare advice and support.

Inspired by community

By emphasizing the significance of community, diversity, and innovation, McKesson ideaShare fosters an environment where pharmacy teams can draw inspiration from the richness of the pharmaceutical landscape. This collaborative approach aligns with Connick's own creative process, as he draws inspiration from the cultural mosaic that is New Orleans.

The Final Night Party promises an evening filled with music, camaraderie, and a touch of New Orleans magic. Attendees can expect to be transported by Connick's timeless classics and latest hits, as he brings his unique style and energy to the stage. The event will also offer a chance to indulge in local flavors and create lasting memories in the heart of this iconic city.

New Orleans is a city known for its resilience and ability to find joy in the face of challenges, much like the vibrant community pharmacy industry. McKesson ideaShare embraces this spirit, celebrating the strengths of the industry while addressing its challenges head on. The event provides a platform for pharmacy teams to learn, network, and find inspiration in the collective wisdom of their peers.



MERCH SALES TO BENEFIT ELLIS MARSALIS CENTER

All proceeds from Harry Connick Jr. T-shirt purchases will go towards supporting the Ellis Marsalis Center for Music.

Located in the Ninth Ward of New Orleans, the center uses music as a powerful tool to build a healthy community and provide essential services to underserved children, youth, and musicians in neighborhoods facing poverty and social injustice.

The Ellis Marsalis Center offers a safe and supportive environment where children and youth can develop musically, academically, and socially. It serves as a hub for local musicians to perform, record, and grow professionally. Additionally, the center acts as a community resource and a catalyst for cultural preservation.

By purchasing a Harry Connick Jr. T-shirt, you not only show your support for this talented artist but also contribute to the important work of the Ellis Marsalis Center. Together, we can make a difference in the lives of these deserving individuals and help build a stronger, more vibrant community.



HEAR HARRY'S MUSIC

Highlights of his music career include several multi-platinum recordings such as the soundtrack for *When Harry Met Sally*, *Blue Light*, *Red Light*, *When My Heart Finds Christmas*, *Come by Me*, and *Only You*.



LISTEN ON SPOTIFY

Come Together

Introducing Dr. Brice ‘Doc’ Miller as the official host of McKesson ideaShare

New Orleans — a city known for its vibrant culture, rich history, and diverse community — a place where art, music, and the spirit of togetherness thrive. To capture the essence of the Big Easy and bring the independent pharmacy community together, there is no one better suited than Dr. Brice “Doc” Miller.

As a New Orleans-based jazz musician, performance artist, and award-winning music educator, Dr. Miller has traveled the world, representing the city he loves. But his talents extend far beyond the realm of music. Dr. Miller approaches everything he does with an interdisciplinary mindset, drawing inspiration from the humanities and thinking outside the box, just like those in his hometown.

An interdisciplinary mindset and intercultural spirit

But what truly sets Dr. Miller apart is his commitment to using his talents for the greater good of all mankind. He is a positive force, dedicated to making the universe a better place. His research focuses on urban communities and the role of education and cultural arts in enhancing quality of life and personal happiness. Through his work as a community and cultural engagement specialist, he collaborates with universities, schools, cultural artist communities, and various organizations to facilitate collaboration, enhance community engagement, and develop intercultural and diversity initiatives.

Dr. Miller’s role as the emcee for McKesson ideaShare in New Orleans is the perfect fit. As a local, he understands the unique spirit of the community and will serve as the connective tissue throughout the event. His ability to bring people together through his music, performance art, and engaging personality will inspire a sense of unity and camaraderie among attendees.

A captivating musician and speaker

His experiences as a jazz musician will add a touch of New Orleans flavor to the event, infusing it with the city’s distinctive culture and energy. Whether he’s performing on stage or interacting with the audience, Dr. Miller’s presence will create an atmosphere of warmth, inclusivity, and celebration.

Dr. Miller’s talents extend beyond the stage as well. He is a skilled lecturer and public humanities/cultural-scholarly engagement specialist. His ability to captivate an audience and convey complex ideas in an accessible way will ensure that attendees leave the event feeling informed, inspired, and connected to the larger community.

So, get ready to experience the magic of New Orleans through the eyes of Dr. Brice “Doc” Miller. Let his music, his stories, and his infectious spirit inspire you to embrace the true essence of community and leave a positive mark on the world around you.



As a nationally recognized community and cultural engagement specialist, and Grammy-nominated internationally performing jazz musician, Dr. Miller shares his diverse talents with universities, K-12 schools, cultural arts communities, local, state and federal agencies, international partners, not-for-profit organizations, and businesses — to facilitate collaboration, enhance community engagement, and develop intercultural initiatives within the university community.

TUESDAY, 6:30–10 PM



A Taste of New Orleans *The Great Hall*

Join Harry Connick Jr. and his band as they perform from a repertoire including influences that have shaped his remarkable career and reflect the rich tapestry of this beloved city.

Prepare for an evening filled with music, camaraderie, and a touch of New Orleans magic. From Connick Jr.’s timeless classics to his latest hits, the night promises to be simply memorable.

Exhibit Floor

165+ exhibit booths representing the top vendors in the pharmacy industry are excited to meet you at McKesson ideaShare.

FRONT END SOLUTIONS

Movie Theater (Booth 1000)

- Marketing and Promotional Materials
- Paid Search and Digital Marketing
- Event Signage and Giveaways
- Direct Mail
- Branded Merchandise and Uniforms

Gift Shop (Booth 1011)

- Foster & Thrive OTC Specials
- Front End Solutions
- SPAR Merchandising

PATIENT CARE

Community Center (Booth 1002)

- McKesson Plasma & Biologics
- McKesson Medical-Surgical Home Medical Equipment
- McKesson Medical-Surgical Point of Care Testing / Lab
- Improving Patient Care & Access
- Health Equity for Pharmacy Business
- Alternate Site Pharmacy

Apothecary (Booth 1012)

- Elevate Your Patient Care
- Health Mart Flu Vaccine Reservations
- Immunization Practice Starter
- Retail Vaccine Programs
- Vaccine Solutions

FINANCIAL

Bank (Booth 1003)

- EQUIPP
- RxOwnership
- ProviderPay
- Pharmacy Operations Consulting
- Pharmacy Audit Assistance Service (PAAS)
- Payer Performance
- Outcomes Medication Therapy Management (MTM)
- McKesson Reimbursement Advantage (MRA)
- Health Mart Atlas
- Financial Performance

OPERATIONS

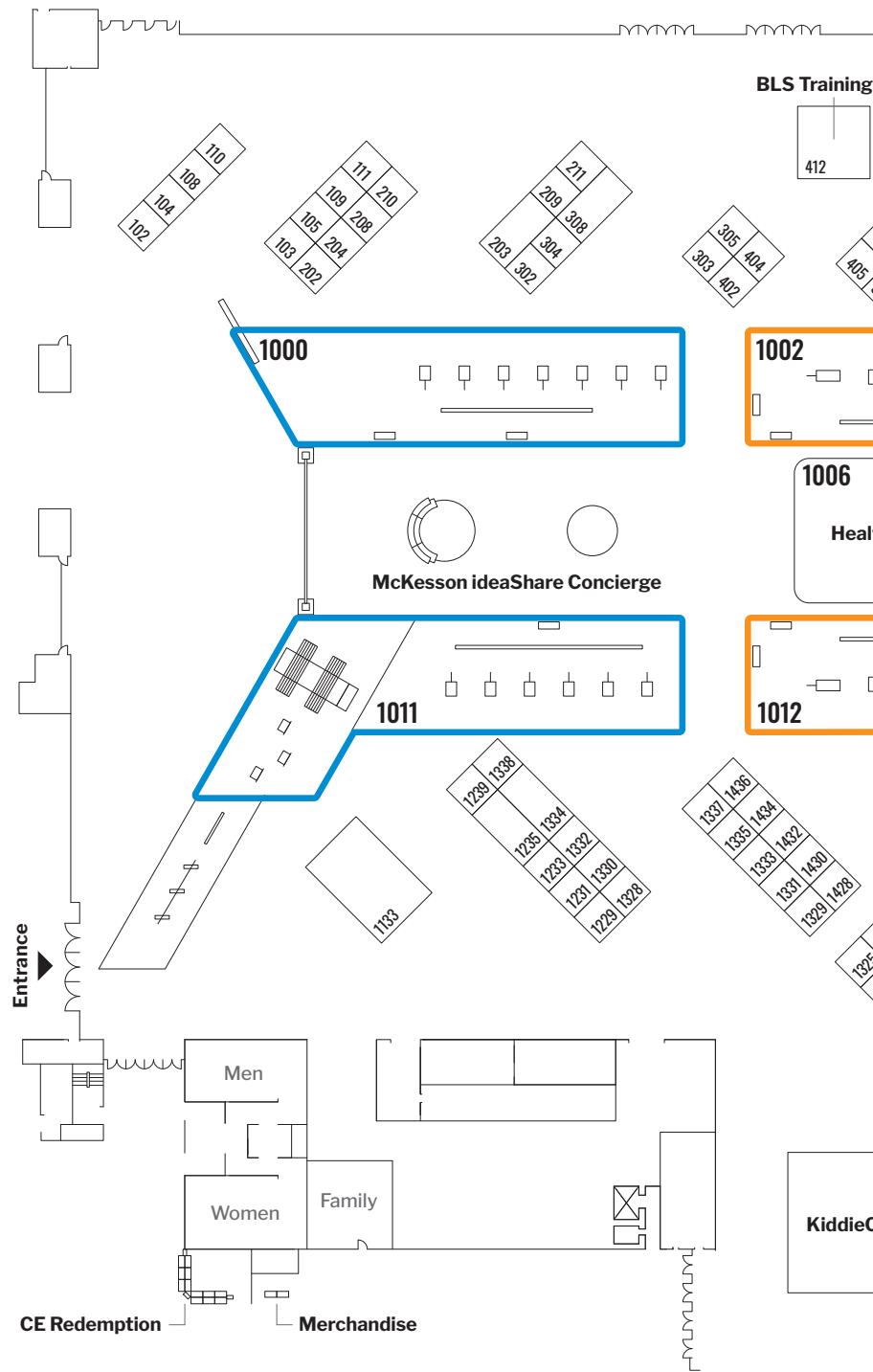
Schoolhouse (Booth 1013)

- Professional Development
- myHealthMart
- Health Mart Perks™
- Health Mart Franchise Administration
- Franchise Operations Support

PHARMACY SYSTEMS

Hardware Store (Booth 1004)

- CoverMyMeds Network Pharmacy
- EnterpriseRx®
- Macro Helix
- McKesson Pharmacy Automation
- Printing Solutions

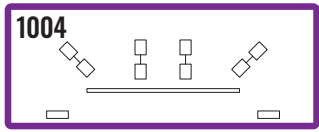
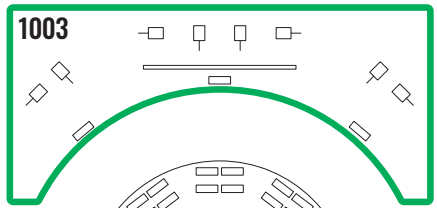
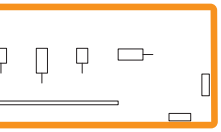
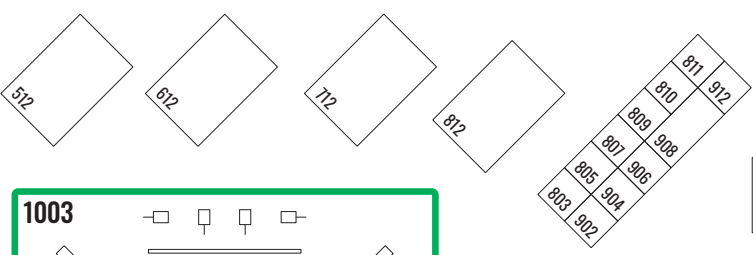


Lab

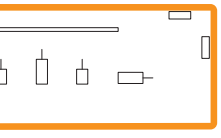
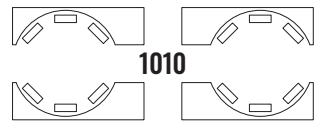
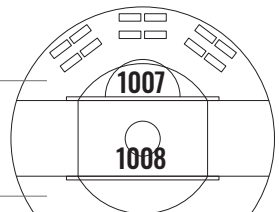
Deep Dives Lab
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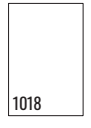
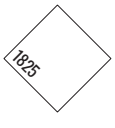
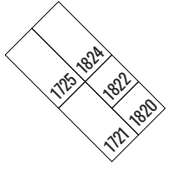
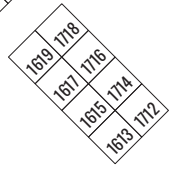
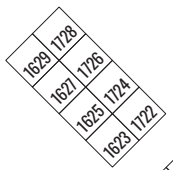
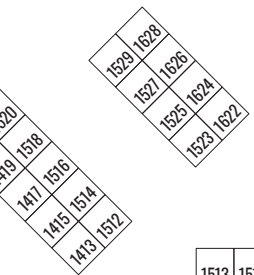
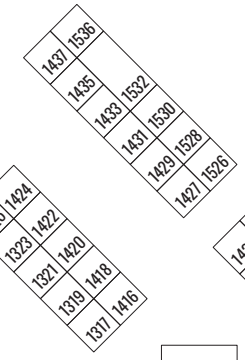
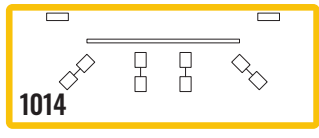
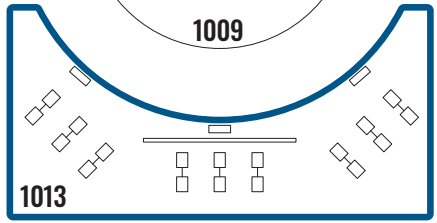
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Broadcast Center

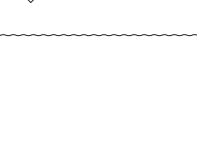
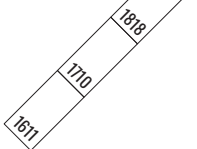
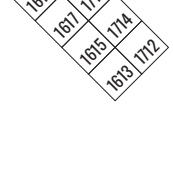
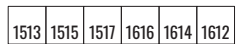
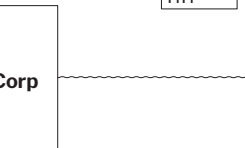


Advocacy



- MTG 14
- MTG 13
- MTG 12
- MTG 11
- MTG 10
- MTG 9
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- MTG 2
- MTG 1

McKesson Meeting Rooms



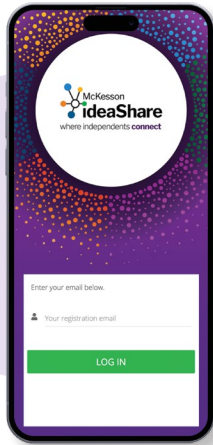
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SUPPLY CHAIN

Post Office (Booth 1014)

- Central Fill as a Service by CoverMyMeds
- Customer Distribution & Support
- DSCSA
- McKesson Connect
- McKesson Enterprise Reporting and Analytics™ (ERA)
- McKesson OneStop Generics
- McKesson Rapid Returns Solution
- Mobile Companion
- Pinpoint Community Solutions™
- Supplylogix®



Get the official app of
McKesson ideaShare

Download **“Event4Me 2024”**
in your app store.

Exhibitor Booths

| | | |
|---|--|--|
| 104 2San | 1627 Endo Generics | 1422 Omnis Health |
| 1317 9RX LLC | 1613 EnlivenHealth | 1333 OMRON Healthcare |
| 1330 A&D Medical (A&D Engineering) | 901 EPIC Rx | 812 Outcomes |
| 908 AAPA LLC | 102 Essential Medical Supply, Inc. | 1431 Owen Mumford |
| 1435 Abbott | 805 Euclid Medical Products | 505 PAAS National |
| 1516 Accord Healthcare | 407 First Financial Bank | 1616 PAI Pharmaceuticals |
| 1323 Advantage Solutions | 1820 FLAVORx | 308 PCCA |
| 902 AIS (Advance Innovative Solutions) | 303 Fullscript | 1428 Pfizer |
| 1325 ALCON | 1615 Gathermed | 504 Pharmacy Technician Certification Board |
| 1514 Alembic Pharmaceuticals, Inc. | 502 GeriMed, Inc. | 1338 Piping Rock Health Products |
| 1421 Altium Healthcare | 105 Global Payments | 1617 Prasco Laboratories |
| 1814 American Pharmacy Cooperative Inc. (APCI) | 1436 GSK | 1335 Prevagen, Inc. |
| 210 Ananda Professional | 1518 Hikma Pharmaceuticals USA Inc. | 1818 PrimeRx |
| 1628 Apotex | 1420 HTL-Strefa | 1334 Procter & Gamble |
| 1239 Apothecary Products, LLC | 1332 Humco | 1429 Prodigy Diabetes Care |
| 1416 Arkray | 903 Independent Pharmacy Cooperative (IPC) | 1517 QuidelOrtho Corporation |
| 1433 Ascensia Diabetes Care | 1414 Infinity Massage Chairs | 1415 Reckitt |
| 1513 Asembia | 1532 Insulet Corporation | 1611 RedSail Technologies |
| 1417 Astellas | 1530 Intuity Medical Inc. | 807 Retail Management Solutions |
| 1017 BD Parata | 209 Jewelers Resource | 108 Rhodes Pharmaceuticals |
| 1612 Berry Global | 1710 JFCRx | 1625 Rising Pharmaceuticals |
| 1721 BestRx Pharmacy Software | 1523 Jubilant Cadista | 508 RxHearing |
| 1515 Bio-Tech Pharmacal | 1235 Kenvue | 1825 RxSafe |
| 1321 Broadway Industries | 1331 Kimberly Clark | 1133 Salvatori Scott Inc. |
| 404 Byline Bank | 1622 Lannett Company Inc. | 1529 Sandoz Inc. |
| 1714 C2 KEEP | 1018 Liberty Software | 1231 Sanofi |
| 1011 Cabinet | 1526 LifeScan, Inc. | 1229 Scott Specialties, Inc. |
| 1527 Camber Pharmaceuticals, Inc. | 510 Live Oak Bank | 912 Scripted |
| 1725/1727 Capsa Healthcare | 305 Long Term Care at Home Pharmacy Network | 906 ScriptPro |
| 1626 Carlsbad Technology, Inc | 1716 LSPedia | 1418 Simple Diagnostics |
| 1512 Centor Prescription Products | 712 Lumistry | 1728 SKY |
| 1525 Cipla Pharmaceutical | 1629 Lupin Pharmaceuticals, Inc. | 1319 STHealth |
| 1419 Collegium | 1020 Managed Health Care Associates, Inc. (MHA) | 1722 Stratus Pharmaceuticals |
| 1824 ComCo Systems | 1726 Masters Drug Company | 507 Sykes & Company, P.A. |
| 1329 Copper Compression | 203 Medisca | 1328 The Emerson Group |
| 1337 CSL Seqirus | 1432 Merck & Co., Inc. | 302 The Road Ahead |
| 1536 Dexcom | 1619 Mesmerize | 1614 TriAction Toys LLC |
| 1822 digitalRX | 1427 MHC Medical Products LLC | 1437 Trividia Health |
| 1712 DocStation | 1434 Moderna US | 1424 UltiMed |
| 1624 Dr. Reddys | 402 National Community Pharmacists Association (NCPA) | 202 USave Pharmacy Group |
| 1233 Drive DeVilbiss Healthcare | 208 NCPDP | 811 VIVID - Scientific Industries |
| 304 Drug Topics | 1022 Net-Rx | 405 VusionGroup |
| 103 Drugstore2Door | 612 NimbleRx | 1623 Westminster Pharmaceuticals |
| 1528 embecta | 1520 Nordic Pharma, Inc. | 1718 Workflow Services by ImageMover |
| 904 Emporos | 1724 NorthStar (McKesson) | 512 Yuyama USA., Inc |
| 803 En-Vision America | 1430 Novavax, Inc. | 204 Yzer |

Broker Booths

Salvatori Scott Inc. (Booth 1133)

| | |
|----------|----------|
| Haleon | 3M |
| Abbvie | Lifewear |
| Biocodex | BF |
| Shepard | Ascher |
| Prestige | Seaband |
| Natrol | Oakhurst |
| Quest | Alkalol |

The Emerson Group (Booth 1328)

| |
|-----------------------|
| Bausch Lomb Americas |
| Beiersdorf |
| Beiersdorf Coppertone |
| Carma Labs |
| Emerson Healthcare |
| I-Health |
| La Roche Posay |
| Loreal Active |

Advantage Solutions (Booth 1323)

| |
|-------------------|
| Alcon |
| Church and Dwight |
| Energizer |
| Foundation |
| Oilly |

Kenvue (Booth 1235)

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| Market Performance Group (MPG) |
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Key Locations

Foster & Thrive

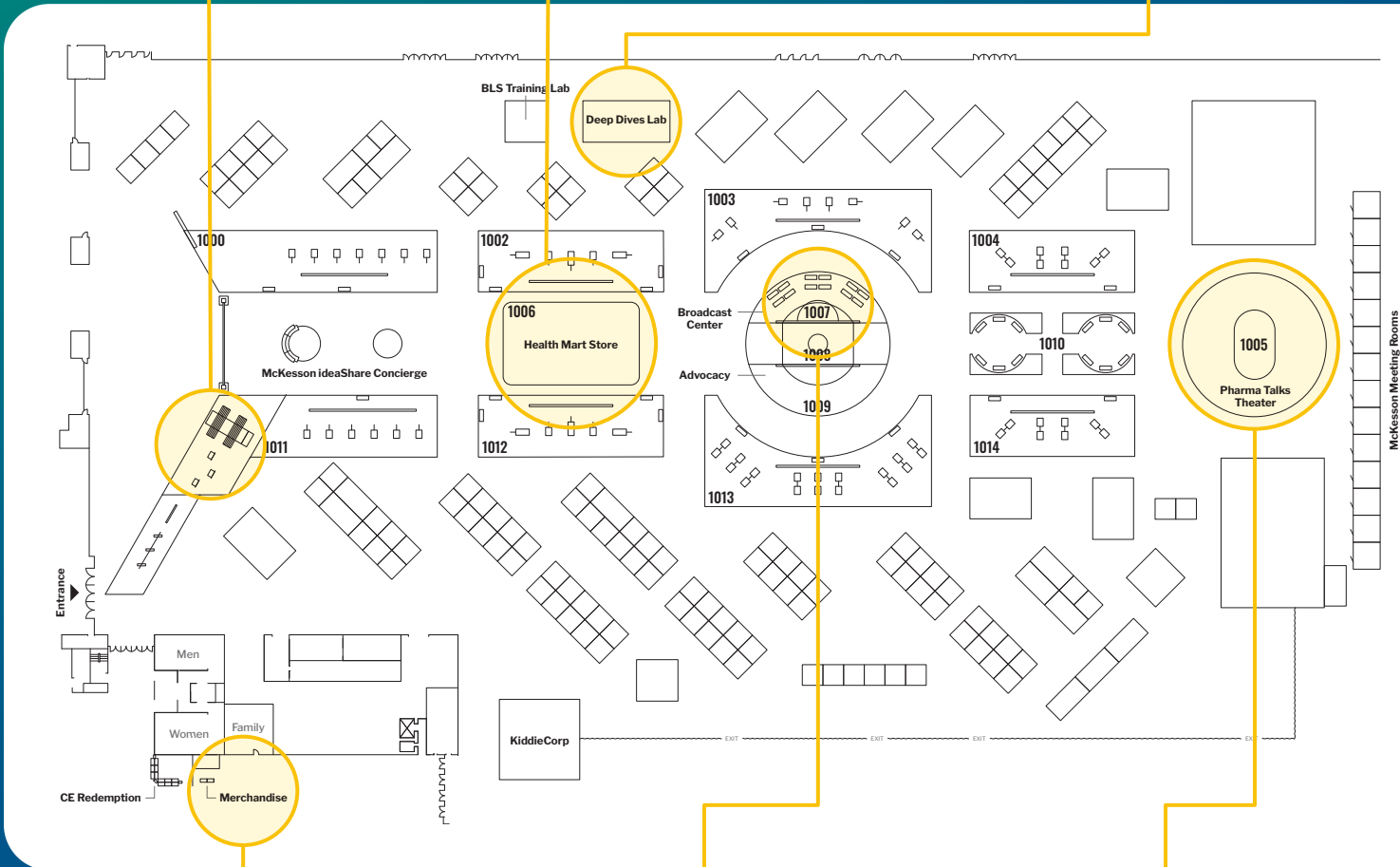
Learn why Foster & Thrive is with you for life at their exhibit located near the lower entrance of the show floor.

Health Mart Store

Located right at the heart of the show floor, visit the Health Mart store for inspiration and learn about how it plays a pivotal role in the community.

Deep Dives Lab

Dive into the depths of critical pharmacy topics and become a true expert in Health Mart and other offerings at the Deep Dives Lab, located against the far wall of the show floor.



Merch Stand

Don't leave McKesson ideaShare without the swag! Located next to the CE Redemption booth in the lobby, get your exclusive New Orleans merchandise, including the Harry Connick, Jr. t-shirt with all proceeds going to benefit the children at the Ellis Marsalis Center in New Orleans.

Broadcast Center

Tune into the debut of McKesson ideaShare Radio, delivering lively conversations with industry experts nestled in the center of the show floor.

Pharma Talks Theater

True knowledge comes from inspiring conversations. Anchored deep in the show floor, this double-sided theater offers an engaging Pharma Talk every 30 minutes.

Transform Your Health Experience with Foster & Thrive

McKesson's consolidation of brands sees Foster & Thrive offering a diverse range of products, catering to varied healthcare needs.





The preference for private brands is growing, with 89% of consumers trusting them above the national brand equivalent, according to a recent Daymon Private Brand Intelligence Report. This change in consumer perspective highlights the importance of offering affordable healthcare solutions in today's society.

“Now more than ever, patients are open-minded about the products they choose for over the counter (OTC) care,” says Peter Koo, PharmD, vice president, Pharmacy & Healthcare Solutions at McKesson. “Private brands are increasingly becoming a good alternative to name brands and are being chosen just as frequently.”

From relieving everyday aches and pains to addressing minor ailments, readily available OTC products empower consumers to manage common health concerns independently.

Enter Foster & Thrive™. The new McKesson brand consolidates its former Health Mart® and Sunmark® products to offer an expanded assortment of more than 320+ private OTC health and wellness goods.

The portfolio of Foster & Thrive's products are formulated for a variety of everyday needs, including:

-  **Acute care** to relieve temporary illnesses such as allergies, pain, cold and flu, digestion, and smoking cessation.
-  **Diagnostic care** to check and track symptoms and vital signs with diagnostic products like thermometers and blood pressure monitors.
-  **Everyday care** to help mend everyday ailments with products for first aid, daily living support, feminine care, and cosmetics.
-  **Preventative care** to help ensure continued health and wellness through vitamins that support immunity, nutrition, and other personal needs.

"With Foster & Thrive now available in the market, customers have access to high-quality products at a fraction of the price," says Megan Baccam, senior manager, Category Management at McKesson. "By partnering with independent pharmacies and offering our products at a lower cost compared to a national brand equivalent, we're helping to make healthcare more accessible and affordable for everyone."

Consolidating the two brands allows McKesson to enhance its supply chain efficiency, ushering in an opportunity for Foster & Thrive to offer expanded availability through increased production volumes and efficiencies that will help meet evolving patient needs and growing demand.

"We're uniquely positioned to meet this growing demand for private brand products that pharmacists, patients and caregivers can depend on," says Koo. "Foster & Thrive offers pharmacists and their customers selectively sourced products that meet the quality standards of a healthcare leader. It's important that products work, and equally important today's customers can easily find those they need."

Embracing a consumer-centric design

Packaging serves as the first point of interaction between a brand and its audience. Knowing this, the Foster & Thrive brand was launched with the consumer in mind. After months of consumer research and deciding from hundreds of names, including Health Mart and Sunmark, participants selected the Foster & Thrive name as it communicated quality, trustworthiness, confidence, and, most importantly, health.

But the ampersand in the name and packaging is what helps bring the brand to life.

"The ampersand wraps around our packaging to evoke the feeling of being cared for and that we're always there with consumers on their wellness journey," says Baccam. "Our aim is to create packaging that not only informs, but also resonates with consumers on a deeper level."

The design helps consumers quickly identify the four distinct verticals — Preventative Care, Acute Care, Diagnostic Care and Everyday Care — via the dedicated ampersand design. Each vertical is distinguished by its unique ampersand, serving as a visual cue for consumers navigating the product range.

As the brand continues to evolve, select products will be on display on the ideaShare show floor in the Gift Shop and Health Mart Store. Additionally, Foster & Thrive products can be found on McKesson Connect to order.



ECO-FRIENDLY PRODUCT LINE

**Better for you,
better for life.**

Foster & Thrive™

Health Mart is the Right Choice for Thriving Independent Pharmacies

With a focus on providing innovative tools, technologies, and expertise, Health Mart supports pharmacies delivering exceptional care to their communities. As part of the McKesson family, Health Mart offers a range of benefits to help pharmacies succeed. From assisting with business operations and improving financial strength to enhancing patient care and marketing efforts, Health Mart is committed to your success.

One of the key benefits of being a Health Mart franchisee is access to myHealthMart. This comprehensive platform allows you to manage your business efficiently and provides tools, programs, EQUIPP dashboards, and resources for business operations and clinical services.

Knowledge expanding opportunities

Health Mart University (HMU) offers compliance training, continuing education, and other courses to expand your knowledge. Health Mart's technician training solutions provide entry-level technician training that offer standardized, flexible, turnkey training or ASHP/ACPE accredited training. It's easy to expand technician responsibilities with technician specialist courses through Health Mart University.

Additionally, Health Mart provides professional resources, such as Pharmacist's Letter, Pharmacy Technician's Letter, Natural Medicines, Bula, and exclusion screening to ensure you stay informed and compliant.

Health Mart also offers training and support for immunizations to prepare your pharmacists and technicians, including virtual training and no-risk flu vaccine reservations.

Access to wide-ranging expertise

Through Health Mart's membership, you can gain access to business experts who provide guidance and support. With a dedicated sales consultant and a team of pharmacy retail operations executives with over 150 years of combined experience, you can get the help you need to overcome challenges and grow your business. In addition, Health Mart provides resources to optimize your pharmacy's offerings. This includes access to competitive pricing and a dedicated generics specialist to help you make the most of generic medications.

Front end optimization

To enhance your front-end utilization, Health Mart offers front end solutions such as pricing, planograms, circulars, merchandising services, and private label products. Front End Insights allows you to analyze your point-of-sale performance, identify new revenue opportunities, and make data-driven decisions. Purchasing Insights gives you a comprehensive view of your purchasing behavior, rebates, savings, and compliance measures, enabling you to develop a successful business strategy.

Marketing, decor and more

Health Mart understands the importance of creating an inviting and appealing store environment. That's why they provide access to design, decor, signage, and floor plan experts to help you create an attractive space for your customers. Marketing Edge is another valuable resource offered by Health Mart. With Marketing Edge, you

can attract customers with customizable co-branded marketing materials, branded merchandise, and digital media plans — and earn up to \$2,400 a year toward your local marketing.

Finally, Health Mart Perks provides discounts of up to 70% on relevant business products, helping you reduce operational expenses and diversify your business.

With Health Mart's unwavering support, independent pharmacies can thrive and provide exceptional care to their communities. By leveraging the tools, expertise, and resources provided, you can focus on what matters most — caring for your community.

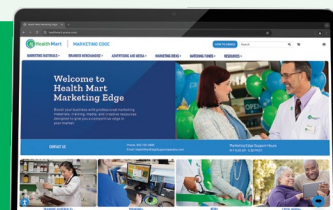
Access up to \$2,400 yearly to boost your marketing efforts with Health Mart Marketing Edge

Health Mart Marketing Edge launched in April of this year to help boost your business with professional marketing materials, digital media plans, and branded merchandise designed to give you a competitive edge in your market.

Key features to help power your local marketing programs:

- Access up to six months of your matching funds at a time. Accounts topped off to \$1,200 April 1 and October 1 for a total of up to \$2,400 per year
- Pay for your local media, promotional materials and branded merchandise with a credit card
- New digital media options including paid search and ads
- Expanded selection of branded merchandise including scrubs
- Online claims submission makes it easy to work with local vendors

Stop by the marketing movie theater to take a tour of Marketing Edge and find out how your marketing budget can go further when you partner with Health Mart.



Continuing Education

Sunday, June 23

Add Shelf-Life to Your Business: Recommended Practices for Pharmacy Inventory Management

8:00 am – 9:00 am | Room 217

David Wendland, VP Strategic Relations, Hamacher Resource Group (HRG)

Unlock the secrets to efficient and effective pharmacy inventory management in this course designed for independent pharmacy professionals. Through a blend of practical insights and industry recommended practices, participants will learn to streamline inventory processes, minimize waste, and maximize profitability. From inventory turnover optimization to implementing automated systems, this course will equip pharmacy professionals with the tools and strategies needed to maintain optimal stock levels, enhance customer satisfaction, boost operational efficiency, and optimize cash flow. Join this session to revolutionize your pharmacy practice and drive sustainable success through proactive inventory management.

Sharpen Your Knowledge: A Review of Immunization Updates and Administration Techniques

8:00 am – 9:00 am | Room 211

Miranda Wilhelm, PharmD, Clinical Professor, Southern Illinois University Edwardsville School of Pharmacy

This course will explore the latest recommendations from the Advisory Committee on Immunization Practices (ACIP), dissecting both adult and pediatric immunization strategies to understand their unique impacts on patient care. Course content will also highlight recent outbreaks of vaccine-preventable diseases, unraveling their epidemiological nuances to inform proactive healthcare measures. Learners will analyze associated nomenclature, characteristics, and contraindications in anticipation of the forthcoming influenza season and discuss newly licensed vaccines, assessing their safety and efficacy to advance patient care. Additionally, learners will have an opportunity to formulate personalized vaccine recommendations that align with the most current guidelines and schedules from the CDC.

Time to Update Your (Lipid) Profile: Community Pharmacy Management of Hyperlipidemia

9:15 am – 10:15 am | Room 220

Janelle Ruisinger, PharmD, FAPhA, Clinical Professor, The University of Kansas School of Pharmacy

This course will focus on community pharmacy management of patients with hyperlipidemia. Through a review of evidence-based guidelines and case-based learning, course content will provide strategies, including lifestyle interventions and medication therapy recommendations, for community pharmacy professionals to utilize in lipid management. Learners will gain practical insights into patient education, medication adherence strategies, and collaborative care approaches, empowering community pharmacy professionals to make a tangible difference in their communities combating cardiovascular disease.

Switching Channels: The Role of Pharmacies in Remote Patient Monitoring

9:15 am – 10:15 am | Room 206

Olivia Bentley, PharmD, CFTs, AAHIVP, Vice President, Avant Institute

Have you been thinking about “changing the channel” and adding a new clinical service? If so, it’s time to grab the remote – that is, remote patient monitoring! This course will discuss the evolving landscape of healthcare delivery models and showcase how remote patient monitoring (RPM) plays a pivotal role in modern healthcare. Course content will evaluate the educational and technological prerequisites for successful RPM implementation and demonstrate how community pharmacies can seamlessly integrate these services into their existing practice site. Learners will craft effective strategies for interdisciplinary communication to enhance patient engagement, foster collaborative care, and optimize patient outcomes.

Unlocking Financial Wellness: Five KEY Strategies for Independent Pharmacies

9:15 am – 10:15 am | Room 228

Timothy Ulbrich, PharmD, Co-Founder, CEO, Your Financial Pharmacist

Sean Richards, CPA, EA, Accountant, Your Financial Pharmacist

Timothy Baker, B.S.(IR), CFP, RICP, RLP, Co-Owner, COO, Director of Financial Planning, Your Financial Pharmacist

This course will equip pharmacy owners and business managers with essential financial management skills. Learners will analyze profitability metrics and craft cash flow projection models to facilitate informed

decision-making. Course content will highlight the principles of the Profit First methodology, proactive risk assessment techniques, and business tax strategies to ensure compliance. Overall, learners will gain a better understanding of financial efficiency and be empowered to align their business vision with personal goals and objectives for long-term success and sustainability.

Team, I am Your Manager: Exploring the Galaxy of Essential Management Skills

10:30 am – 11:30 am | Room 217

Hugh Chancy, RPh, Pharmacist, Owner, Chancy Drugs

A long time ago in a galaxy (classroom) far, far away ... pharmacy professionals gathered to awaken the force of leadership and discover essential management skills crucial for community pharmacy practice. Pharmacy leaders learned to master the Jedi-like art of onboarding, performance management, fostering a culture of accountability, and effective delegation. Stellar course content outlined the importance of providing education and training, promoting career growth opportunities, and honing communication skills to facilitate teamwork and collaboration. The result was an uprising of empowered and well-trained leaders primed to ignite a new era of pharmacy management, where collaboration, empathy, and strategic vision converge to shape a brighter future for healthcare delivery.

Ahead of the Glucose Curve: Managing High-Risk and Pre-Diabetic Patients

10:30 am – 11:30 am | Room 208

Jennifer Saddanathan, PharmD, BCACP, CDE, Pharmacist, Southeast Primary Care Partners

Join us for a sweet journey as we discuss how to manage high-risk and pre-diabetic patients in a community pharmacy practice setting. Through case studies, interactive discussions, and evidence-based strategies, learners will gain invaluable insights for identifying, assessing, and effectively managing patients at risk of diabetes and its complications. From lifestyle interventions to pharmacotherapy options, this course equips pharmacy professionals with the knowledge and skills needed to provide personalized care and empower patients to achieve healthy outcomes. Join us to enhance your expertise and make a meaningful impact on the lives of individuals navigating the complexities of pre-diabetes and high-risk conditions.

Bridging Gaps and Cultivating Health Equity: The Role of Community Pharmacy

10:30 am – 11:30 am | Room 211

Katherine Bass, PharmD, Pharmacy Owner, San Joaquin Drug Inc.

This course will examine the pivotal role of community pharmacy in fostering health

equity and addressing disparities within their communities. Led by an independent pharmacy owner making an impact in their community, this course will explore innovative strategies to promote equitable access to healthcare services and medications and demonstrate the effective utilization of a Community Health Worker (CHW) in pharmacy workflow. Through interactive discussions of real-world examples, learners will gain practical insights into how community pharmacies can serve as vital hubs for health education, outreach, and advocacy, ultimately bridging gaps and achieving optimal health outcomes.

Pharmacy and Public Health Partnerships: The Best Thing Since Sliced Bread

11:45 am – 12:45 pm | Room 206

Omolola (Lola) Adeoye-Olatunde, PharmD, MS, Darr-Chaney Assistant Professor, Director of Community Engagement and Evaluation, Purdue University College of Pharmacy, Center for Health Equity and Innovation

Explore the impact potential of independent community pharmacy and public health partnerships in this collaboratively focused course. Through real-world examples and expert insights, learners will better understand the pivotal role pharmacies play in advancing public health agendas, from vaccination campaigns to chronic disease management initiatives. Learn the importance of forging meaningful collaborations with local health departments, non-profit organizations, and governmental agencies to expand access to essential services and improve health outcomes in your local communities. Join us to harness the power of collaboration and propel your pharmacy toward becoming a cornerstone of public health advocacy and action.

Calling All Pharmacy Professionals: The Importance of Advocacy

11:45 am – 12:45 pm | Room 228

Randy McDonough, PharmD, MS, BCGP, BCPS, FAPhA, CEO, Co-Owner, Towncrest Pharmacy Corporation

This course will outline the vital role of community pharmacy professionals in advocating to effectively advance the profession. Course content will highlight effective advocacy strategies tailored to the unique challenges faced by independent pharmacy professionals. From grassroots initiatives in your local community to legislative engagement, this course equips pharmacy professionals with the tools and knowledge needed to advocate effectively for their profession at local, state, and national levels. Discover how to amplify your voice, shape policy, and ensure a vibrant future for independent pharmacy practice.

Diabetes Playbook: Patient-Centered Coaching Tips

11:45 am – 12:45 pm | Room 220

Susan Cornell, PharmD, CDCES, FAPhA, FADCES, Associate Director of Experiential Education, Professor of Pharmacy Practice, Midwestern University College of Pharmacy Downers Grove

This course provides a thorough understanding of diabetes management strategies and coaching tips. Learners will explore optimal therapy approaches and the crucial roles of lifestyle modifications, self-management techniques, and technology in diabetes care. Course content will also include recent updates to the ADA Standards of Care in Diabetes and collaborative strategies for utilization in the management of diabetes care to promote best practices. Learners will be empowered to review case studies and develop tailored, person-centered treatment plans with confidence and expertise.

Partnership for Success: Leveraging Value-Based Agreements for Community Pharmacy Growth

1:00 pm – 2:00 pm | Room 217

Kim Boyd, Paralegal, President, Boyd Consulting Group

This course will explore the main principles of value-based agreements within the context of Value-Based Care (VBC) models and their potential benefits for community pharmacies. Through critical evaluation of agreement options and contract essentials, learners will gain insights into structuring effective agreements tailored to their practice site. Furthermore, course content will identify quality metrics associated with value-based agreements and outline practical strategies for the implementation of services to meet metrics. Lastly, learners will develop actionable plans to overcome barriers hindering pharmacy participation in VBC models to optimize care outcomes.

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Audit Avengers: Fortifying Pharmacy Workflow Operations

1:00 pm – 2:00 pm | Room 208

Sara Hathaway, PharmD, Pharmacist Analyst, PAAS National

It's time to fortify the frontline defenses of your pharmacy to reduce the risk of audits. This course will highlight the latest trends in PBM audits and their profound impact on daily pharmacy operations. Learners will explore the intricacies of prescription requirements, drug substitutions, and off-label dispensing considerations to navigate regulatory challenges seamlessly. Course content will facilitate learners with an opportunity to craft a robust arsenal of workflow strategies tailored for community pharmacies to implement precise billing procedures, safeguard pharmacy operations against audit adversities, and optimize patient outcomes.

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A Mentor’s Mixtape: Effective Strategies to Empower and Equip Pharmacy Professionals

3:30 pm – 4:30 pm | Room 211

Pamela Wiltfang, PharmD, MPH, BA, CHES, VHW, Associate Director, Medical Science Liaison, Immunocore

Get ready to groove to the beats of mentorship excellence with this mixtape of all the essentials! Course content will include an ultimate playlist for mentorship success, spinning evidence-based strategies with innovative ideas to empower all pharmacy professionals. Learners will begin with a review of traditional mentorship models and then flip to the B-side to discover how practical techniques and collaborative approaches can create a beautiful sound. Join us for a remix of the best mentorship tips that are sure to be a chart-topping hit in your endeavors to cultivate confident and competent pharmacy professionals.

Monday, June 24

Bridging Gaps and Cultivating Health Equity: The Role of Community Pharmacy

8:00 am – 9:00 am | Room 211

Katherine Bass, PharmD, Pharmacy Owner, San Joaquin Drug Inc.

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Check Yes or No: Legal Case Studies on Prescription Refusals

9:15 am – 10:15 am | Room 206

David Brushwood, RPh, JD, Senior Lecturer, University of Wyoming

Through a series of compelling case studies, this course will explore the ethical and legal foundations empowering pharmacy professionals with the right to refuse filling certain prescriptions. Led by a nationally acclaimed pharmacy legal expert, this course will examine real-world scenarios, providing insights for navigating delicate situations while

upholding professional standards and patient welfare. Attend this session to deepen your understanding of pharmacy ethics and legal frameworks, ensuring informed decision-making in complex prescription scenarios.

Hit Me with Your Best Shot: A Practical Review of Patient Cases to Promote Vaccine Uptake

9:15 am – 10:15 am | Room 228

Deanna Tran, PharmD, BCACP, Associate Professor of Practice, Sciences, and Health Outcomes Research, University of Maryland – Baltimore, School of Pharmacy

Facilitator: Miranda Wilhelm, PharmD, Clinical Professor, Southern Illinois University Edwardsville School of Pharmacy

This hands-on course is designed to enhance your understanding of CDC vaccine recommendations and vaccine uptake strategies through practical patient case studies. Course content will include a blend of theoretical knowledge and real-world scenarios to explore diverse patient populations, vaccine hesitancy factors, and effective communication techniques to promote vaccine acceptance and uptake. By analyzing case studies and engaging in interactive discussions, you'll develop the skills and confidence needed to navigate complex vaccine-related situations, ultimately contributing to improved public health outcomes.

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Tuesday, June 25

The Intersection of Community Pharmacy and Innovative Technologies

8:00 am – 9:00 am | Room 206

Andrea Sikora, PharmD, MSCRP, BCCCP, FCCP, FCCM, Clinical Associate Professor, UGA College of Pharmacy

This course will illuminate the profound impact and strategic opportunities arising from

technological advancements within community pharmacy. Learners will explore how AI-driven solutions can enhance medication management, operational efficiencies, and patient interactions. Additionally, course content will review innovative technologies often utilized in community pharmacy and demonstrate their current and future effect on patient care outcomes. Join us for an illuminating session, where we will explore the intersection of community pharmacy and cutting-edge technology.

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Patient Outcomes are Your Oyster: MTM Pearls for Pharmacy Professionals

9:15 am – 10:15 am | Room 228

Elizabeth Skoy, PharmD, FAPhA, Professor, North Dakota State University

Do you need to freshen up your Medication Therapy Management (MTM) skills? This course will outline the foundational pillars of MTM service models, highlighting their intricate components and significance in optimizing patient care. Learners will discuss key steps to gather and analyze patient-specific information crucial for informed

medication therapy decisions. Course content will also explore the complexities associated with MTM program implementation and provide guidance for assessing pharmacy readiness and crafting actionable strategies for seamless integration. Additionally, learners will review the importance of meticulous documentation and reimbursement optimization, ensuring that MTM endeavors in community pharmacy translate into tangible, sustainable clinical outcomes.

Front and Center: Focusing on Pharmacy Front-End Services

9:15 am – 10:15 am | Room 211

Panel Discussion:

Emlah Tubou, PharmD, Pharmacist, Powell Pharmacy

Dennis Song, RPh, CHC, BS Pharm, Pharmacist, Community Pharmacy Flower Mound

Christine Lee-Wilson, PharmD, Owner, Professional Pharmacy

Engage in a dynamic panel discussion exploring the importance of offering a diverse array of clinical services and products in the front-end of your pharmacy. Join independent pharmacy experts and seasoned pharmacists as they delve into the strategic significance of broadening your pharmacy's offerings to meet the evolving needs of your patients, the community, and market demands. Through insightful dialogue and real-world examples, gain actionable insights into optimizing your pharmacy's front-end to enhance patient satisfaction and drive business success. Don't miss this opportunity to exchange ideas and strategies with peers, empowering your pharmacy to thrive.

Peace and Harmony: How to Recruit, Retain, and Foster Growth of Team Members

9:15 am – 10:15 am | Room 217

Sandie Kueker, RPh, Owner/Pharmacist, Hesston Pharmacy and Harvey Drug

This course outlines the importance of recruiting, retaining, and nurturing pharmacy team members. Through a blend of proven frameworks and practical applications, learners will explore effective recruitment strategies tailored to community pharmacy, including interviewing techniques and candidate assessment methodologies. The course will also address retention challenges by examining factors influencing employee satisfaction and engagement and implementing strategies to foster a supportive and growth-oriented work environment. Moreover, learners will gain insights into cultivating leadership skills to inspire and empower team members toward professional development and organizational success.

Learning Opportunities

PT: Pharma Talk BC: Broadcasts DD: Deep Dive

Sunday, June 23

PT: Women in Rx: Empowering Conversations with Dr. Shahida Choudhry

7:15 pm – 7:45 pm | Pharma Talks Stage A

Owner of Palms Pharmacy in Tampa Florida, Dr. Shahida Choudhry joins RxOwnership Vice President for the Northeast region, Kacey Glinka to discuss Shahida's journey in pharmacy ownership navigating a rewarding career in community pharmacies in Northern California and Florida. Shahida shares innovative ways her and her team have implemented additional clinical services and alternative streams of revenue to continue to grow and thrive in today's challenging environment. She shares her perspective on being a woman in pharmacy and her thoughts on the importance of networking, ownership, leadership, and work life balance.

BC: Welcome to McKesson ideaShare Radio

7:30 pm – 8:00 pm | Broadcast Center

Recorded right in the heart of the trade show floor, join podcast hosts Suzanne Feeney and Vanessa Brown as they bring you initial impressions of McKesson ideaShare.

Monday, June 24

PT: Be a Click Magnet: Drive Business with Digital Marketing

10:00 am – 10:30 am | Pharma Talks Stage A

Of U.S. adults, 42% start their search for products and services with an online search engine like Google or Bing. Join Health Mart's local marketing agency, Ansira, and Martin Dennis from the RxOwnership team to learn how to use digital marketing to reach potential customers when they are actively searching online.

DD: Recommending Supplements: Make it Easy

10:00 am – 11:00 am | Deep Dives Lab

Do you struggle to find time to offer your patients supplements and recommend nutrient depletion options in your busy pharmacy? In this hands on learning lab, you'll learn how to easily create and manage optimal supplement plans using an evidence based online tool.

BC: For The Win: Meet Your Pharmacy of the Year Nominees

10:15 am – 11:00 am | Broadcast Center

In this episode hosted by Vanessa Brown, you'll get to know Creswell Pharmacy, Dreier Pharmacy, and Hayden Pharmacy. Get ready to be inspired by the 2024 Health Mart Pharmacy of the Year award nominees!

PT: Omnipod Real World Evidence

10:30 am – 11:00 am | Pharma Talks Stage B

Omnipod provides non-stop insulin delivery through a tubeless, waterproof insulin pump called a Pod — all with no multiple daily injections. Join Insulet to learn more about the New Omnipod®5 AID system, its demonstrated effective use in the real-world and how to order.

PT: Revenue Generation: Top 3 Things You MUST Be Doing

11:00 am – 11:30 am | Pharma Talks Stage A

Looking for new ways to generate revenue and provide enhanced services to your community? RxOwnership VP Basil Maqbool sits down with Katie Bass, who has successfully implemented seven nontraditional revenue streams in her pharmacies. From Community Health Workers to Immunization Clinics and everything in between, Katie shares her expertise and practical advice. Don't miss this insightful conversation that will inspire you to think outside the box and take your pharmacy to new heights. Tune in now to unlock the secrets of pharmacy revenue diversification!

DD: Foot Traffic Fuel: Power Your Store Pharmacy with Front-End Solutions and Digital Marketing Strategies

11:00 am – 12:00 pm | Deep Dives Lab

This immersive session is designed to maximize your store's potential. Discover a wide range of front-end solutions that can enhance the customer experience and attract more foot traffic to your pharmacy.

BC: DSCSA: Where Are We At?

11:15 am – 12:00 pm | Broadcast Center

Join us for a conversation with Scott Mooney, Vice President Distribution Operations, who is recognized as one of the industry's leading experts on DSCSA. Together, we will discuss the latest details on timing and ongoing actions, helping you to stay well-prepared for this important milestone.

PT: Immunization Nation: How to Build a Robust Immunization Practice

11:30 am – 12:00 pm | Pharma Talks Stage B

In today's evolving healthcare landscape, pharmacies have a unique opportunity to expand their immunization business, increase revenue, and provide excellent patient care. Here's how to do it.

PT: Say Goodbye to DIR Fees: Compounding With the MAZ® Mixer

2:00 pm – 2:30 pm | Pharma Talks Stage A

Diversify into new revenue streams, cutting out PBMs while elevating patient care with cutting-edge compounding technology from Medisca.

Discover the MAZ mixer and how this turnkey solution can transform your practice and your bottom line with compounding.

DD: Keep it Local and Enhance Your Bottom Line with Point of Care Testing

2:00 pm – 3:00 pm | Deep Dives Lab

This immersive session explores the pivotal role of pharmacies in the evolving landscape of healthcare. This session is designed to help pharmacy owners and healthcare professionals understand how they can leverage Point of Care Testing (POCT) to both improve patient care and increase profitability.

BC: How Health Mart Atlas is Investing in Your Success!

2:15 pm – 3:00 pm | Broadcast Center

Join Amy Weber, Sr. Dir Field and Sales Engagement Health Mart Atlas, as she and a customer discuss how Health Mart Atlas has helped them manage their business with key resources and reporting.

PT: Revenue Generation: Becoming a Licensed Insurance Agent

2:30 pm – 3:00 pm | Pharma Talks Stage B

As an owner of a pharmacy how can you either partner with the road ahead, a local insurance agent or start your own agency to create expertise in the field and an alternative revenue stream.

PT: How to Create a Winning Team and Motivate Your Staff

3:00 pm – 3:30 pm | Pharma Talks Stage A

In this session, Christian Tadrus, PharmD., RPh., the owner of Sam's Health Mart Pharmacy, will share valuable insights on how to build a winning team and effectively motivate pharmacy staff, especially in challenging times of limited staffing resources.

DD: RxOwnership Workshop

3:00 pm – 4:00 pm | Deep Dives Lab

This immersive session is designed to provide a comprehensive understanding of pharmacy financials and pharmacy acquisition lending. Led by industry experts, Sykes & Co. and Live Oak Bank, this workshop offers a unique opportunity to explore the intricate details and challenges associated with managing the financial aspects of a pharmacy business.

BC: Foster & Thrive: Building a Lifestyle Brand

3:15 pm – 4:00 pm | Broadcast Center

Dive into the exciting world of building an over-the-counter (OTC) lifestyle brand. Join us as we share our experiences and strategies for creating the Foster & Thrive brand and

All **Deep Dive** sessions have limited seating available. Accommodations will be first-come, first-served.

learn how listeners can activate this brand in their own pharmacy. Gain valuable insights and practical tips for leveraging Foster & Thrive products and assets to enhance customer experience and drive business growth.

PT: DSCSA: What You Need to Know

3:30 pm – 4:00 pm | Pharma Talks Stage B

At McKesson, our commitment to your success remains unwavering as we approach the enforcement date of the Drug Supply Chain Security Act (DSCSA) on Nov. 27, 2024. Let's discuss the significant strides that McKesson has made during the Stabilization period and speak to the most up-to-date information available. Our aim is to facilitate a smooth and seamless transition for you by offering valuable guidance and insights that will navigate you through this process with confidence.

PT: Why Word of Mouth Shouldn't Be Your Only Marketing Tool

4:00 pm – 4:30 pm | Pharma Talks Stage A

Word of mouth advertising can be very effective, but it's not always consistent. Learn how to boost your referral marketing efforts to ensure you're delivering a consistent and memorable message to your target audience.

DD: ATMs: Atlas Talks Market Shifts

4:00 pm – 5:00 pm | Deep Dives Lab

Join leaders from Health Mart Atlas as they discuss how contracting and performance have shifted during a year with some big market changes. Come hear about contracting trends in a world of no post adjudication DIR, what's on the horizon for 2025, and what we think about market disrupters like Cost Plus Networks. Also, learn about the different ways payers are structuring performance programs and how you can find out what opportunities are available to your pharmacy!

BC: Revenue Generation: 6 Ways To Drive More Revenue

4:15 pm – 5:00 pm | Broadcast Center

Basil Maqbool of Rx Ownership sits down with customer Katie Bass to explore seven nontraditional strategies that have proven successful in generating revenue for her two pharmacies. From community health worker programs and front-end consignment to point of care testing and clinical services, Katie shares valuable insights on how to maximize revenue through innovative approaches in the pharmacy industry.

PT: EQUIPP: Check More Than Just Your Credit (Performance) Score

4:30 pm – 5:00 pm | Pharma Talks Stage B

Your go-to source for medication-related quality measure performance insights is now

a source of revenue generation. Learn how EQUIPP Enhanced Services has created opportunities for you to earn bonus dollars for providing services like blood pressure checks, A1c testing, and adherence monitoring. Come join this dynamic discussion on how EQUIPP can help you improve performance and help patients achieve their health outcomes.

Tuesday, June 25

PT: Making an Impact with APhA

10:00 am – 10:30 am | Pharma Talks Stage A

Learn more about how Health Mart Pharmacies can become credentialed providers of patient care services through the APhA Foundation's work with Project IMPACT.

DD: Health Mart Office Hours

10:00 am – 11:00 am | Deep Dives Lab

Rediscover the value of a Health Mart membership and learn how Health Mart helps bolster your independence by providing innovative tools, technologies and expertise to help your business thrive.

BC: Top-Level Technicians: How Health Mart is Growing the Level of Your Technicians

10:15 am – 11:00 am | Broadcast Center

Tune in to hear about Health Mart's entry-level technician training solutions that offer standardized, flexible, turn-key, training or ASHP/ACPE Accredited training and hear ways to expand technician responsibilities with technician specialist courses.

PT: Community Health Workers: Impacting Your Community

10:30 am – 11:00 am | Pharma Talks Stage B

Discover how certified pharmacy technicians trained as community health workers have the capacity to serve as public health advocates, connect patients with social care services, and promote health equity by addressing social determinants of health.

PT: Maximize Reimbursements and Decrease Labor Spend

11:00 am – 11:30 am | Pharma Talks Stage A

Amy Weber, Sr. Dir Field and Sales Engagement Health Mart Atlas, will facilitate a panel of customers as they share their experiences with MRA and ProviderPay.

DD: My Health Mart Office Hours

11:00 am – 12:00 pm | Deep Dives Lab

Leverage the myHealthMart experience to enable your teams, empower health solutions, and access the tools, technologies,

and expertise to help your business thrive. Experience a hands on demo, and ask questions of your digital product management team for retail solutions.

BC: Advocacy Made Easy: Simple Things To Get Started

11:15 am – 12:00 pm | Broadcast Center

Join us for a compelling conversation with Jitesh Zala, owner of Lynwood Community Pharmacy. Delve into the importance of pharmacy advocacy and hear practical tips for harnessing the power of your voice to make a meaningful impact in the field of pharmacy.

PT: LTC at Home: Is it Right for Your Pharmacy and Community?

11:30 am – 12:00 pm | Pharma Talks Stage B

There is a growing population of patients with impairments that would qualify them for long-term care or assisted living facilities but who are instead choosing to receive their care in their own homes. Hear from an independent owner who has found success servicing this patient population exclusively.

PT: Dexcom G7: The Most Accurate CGM From the Most Connected CGM Brand

2:00 pm – 2:30 pm | Pharma Talks Stage A

Manage diabetes confidently with the powerfully simple Dexcom G7. Dexcom will be providing an overview of the G7 platform with a focus features, benefits, connectivity, and coverage.

DD: Legislator Meet and Greet

2:00 pm – 3:00 pm | Deep Dives Lab

Want to speak to a legislator about the industry? Now's your chance! Connect with Tennessee State Senator Shane Reeves in this hour-long meet and greet session in the Deep Dives Lab.

BC: Making Sure You Know What's in Your Wallet

2:15 pm – 3:00 pm | Broadcast Center

Join Amy Weber, Sr. Dir Field and Sales Engagement Health Mart Atlas as she and a customer discuss how ProviderPay and MRA have helped them manage their business with reimbursement optimization and post-adjudication payment management.

PT: Empowering Patients and Shaping Policy: Why Advocacy Works

2:30 pm – 3:00 pm | Pharma Talks Stage B

Join us for a special breakout session with Debbie Garza, RPh, CEO of the Texas Pharmacy Association, as she shares insights from a storied career in pharmacy and advocacy. Learn more about practical strategies to make a lasting impact in your community.

PT: All In For an Audit

3:00 pm – 3:30 pm | Pharma Talks Stage A

Gain valuable insights into the support services PAAS offers, including the perspectives of their leaders and their commitment to listening and responding to the needs of community pharmacies.

DD: The ATM Machine: Atlas Talks Market Shifts

3:00 pm – 4:00 pm | Deep Dives Lab

Join leaders from Health Mart Atlas as they discuss how contracting and performance have shifted during a year with some big market changes. Come hear about contracting trends in a world of no post adjudication DIR, what's on the horizon for 2025, and what we think about market disrupters like Cost Plus Networks. Also, learn about the different ways payers are structuring performance programs and how you can find out what opportunities are available to your pharmacy!

BC: Running a Charitable Pharmacy

3:15 pm – 4:00 pm | Broadcast Center

Join us for an enlightening broadcast event as we chat with Ritesh Shah, RPh, CEO of Legacy Pharmacy Group and founder of Ritesh Shah Charitable Pharmacy. During this captivating conversation, Ritesh will share his experiences in establishing and operating a charitable community pharmacy, shedding light on his dedication to giving back and serving an underserved community.

PT: Looking Ahead: What to Expect with New Part D Benefit and Negotiation Program

3:30 pm – 4:00 pm | Pharma Talks Stage B

Fauzea Hussain, McKesson's VP of Public Policy, will explore the anticipated changes and developments in the Part D program, shedding light on what participants can expect in the coming years. Attendees will gain valuable insights into the potential benefits and challenges that lie ahead, enabling them to strategically plan and adapt their practices to ensure optimal patient care and financial outcomes.

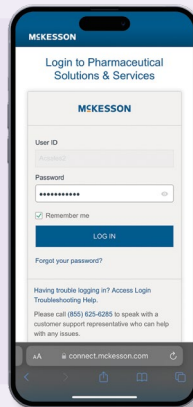
Prefer to buy on the show floor?

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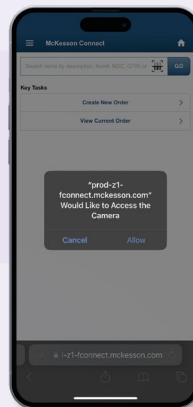
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Tip: Save your User ID and Password on your phone for a quick and easy login

2



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†The Collaborative Education Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of Continuing Pharmacy Education. Full CPE information can be found at McKessonideaShare.com.

McKesson ideaShare Show Specials

OTC special promotion runs June 15 – July 15, 2024

McKesson's Consumer Products Group is offering this OTC McKesson ideaShare Specials Catalog featuring discounts on OTC products. Orders must be placed between June 15 and July 15 to take advantage of special manufacturer discounts. Open-stock items are available along with a few displays from dropship vendors. Order discounted OTC McKesson ideaShare specials while supplies last!



- Over 900 open-stock products (while supplies last). Order early!
- Nationally advertised branded products
- Foster & Thrive™ brand products (compare to nationally advertised branded product statements)
- Excellent retail margin

HARDWARE STORE

MCKESSON PHARMACY AUTOMATION

Contact: Patrick Bowman

- Discounted pricing featuring **over 20% off** CountAssist and BlistAssist solutions
- Any purchase commitments made at IdeaShare will additionally come with a chance to “**spin the wheel**” and win awards such as even deeper additional discounted pricing and extended service warranty terms

PRINTING SOLUTIONS

Contact: Katelyn Eutsler

Get **up to 5,000 complimentary labels** when you place your custom label order during the ideaShare event. Valid for new and current customers. Some restrictions, including minimum order quantities, may apply. Customer will be responsible for all freight charges and applicable taxes.

GIFT SHOP

OTC/CPG

Contact: Megan Baccam

- Access **over 115** Foster & Thrive OTC products at **discounts up to 30%** between June 15 – July 15, 2024
- Full OTC show specials catalog available now

FOSTER & THRIVE SWEEPSTAKES

Contact: Megan Baccam

Take your picture in front of Foster & Thrive's selfie wall, and tag @Foster&ThriveOfficial in your social post to be entered to **win a Foster & Thrive 4 Foot Vitamin Planogram or Foster & Thrive Eco-Friendly packaging product line.**

POST OFFICE

PINPOINT COMMUNITY SOLUTIONS (PPCS)

Contact: Wes Crainshaw

Receive a **discounted implementation fee** on Pinpoint Community Solutions™ perpetual inventory management system.

BANK

MRA

Contact: Courtney Penn Blevins

Sign up for MRA and receive a **value guarantee** for three months. Enroll in the program by July 31 to save.

PROVIDERPAY

Contact: Courtney Penn Blevins

Sign up for ProviderPay and receive a **reduction in fees** for three months. Enroll in the program by July 31 to save.



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